



## JOB DESCRIPTION

### IOC Televisions & Marketing Services SA

Function : Senior Manager, Rights Activation

Status : Senior Manager

Occupational rate : 100%

#### Mission

- ▶ **To manage and implement a best-in-class Rights Activation (RA) function for IOC Television and Marketing Services.**
- ▶ **Description of the RA function:** The RA function manages the use of the Olympic Brand IP by the IOCs commercial partners. As such, The RA function approves all commercial partners' Olympic activations in accordance with each party's contractual rights. As well, the group manages the development, training and application of brand guidelines across the Olympic commercial partners.

*Each employee is responsible for the smooth running of his or her section and for keeping his or her competences up to date in line with the IOC's training policy.*

*In addition, each employee may be asked to take on responsibilities other than those required by the job if particular circumstances so require.*

#### Main responsibilities

##### Management

- Develop the annual Business Plan and budget based on alignment of needs with the Business Functions.
- Organise, develop and train an expert RA team and ensure it delivers on its activities (*see below*) and achieves its KPIs.
- Oversee and manage the RA Team's activities and projects, including allocating accounts and delegating the training, guidelines and systemization responsibilities across the team.
- Manage the relationships with internal clients (Account Managers, Business Function Leads, Marketing Services, Games Dept, etc) and with external clients (sponsors, broadcasters, Organising Committees (OCOGs), National Olympic Committees (NOCs), Licensees).

##### Activities:

##### Approvals

- Develop a general understanding of each constituent's business to ensure that there is consistency in the decision-making process across the business units.
- Ensure client approvals are administered within the contractual timeframe and prioritise them during peak periods.
- Track the approvals process progress and trends, measure results and course correct when necessary (develop and activate KPIs).

##### Guidelines

- Manage the development, updates and communication of the Brand Activation Guidelines for Olympic clients and stakeholders (sponsors, Broadcasters, Licensees, NOCs, OCOGs).
- Understand and apply the implications of trends in creative design, digital advertising, social media, sponsorship and sports activation to the activation guidelines.
- Manage commercial feedback to the Games Department for all Olympic Games, Olympic Winter Games and Youth Olympic Games Brand guidelines (emblem, look, mascot, torch, etc).



## Training

- Manage the development and delivery of customized training programmes and materials for all clients (Sponsors, Broadcasters, OCOGs, NOCs, internal staff) on the use of the Olympic brand IP, activation guidelines, the approval process, Games-time activations, etc.

## Systemisation

- Oversee the development of the Extranet tool to ensure it meets the needs of the approvals function, and the Department as a whole, (strategic role, not technical); liaison with IT and Director General's office.
- Put in place systems and tools to assure operational efficiencies across the function and consistencies across our constituents.

## Training and competences

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- Four-year college degree in business, marketing, brand management or related field
- Field of Expertise : 6-8 years experience in:
  - broadcast marketing **and/or**
  - sponsorship management/activation/marketing at a sponsor or in an agency sponsor environment **and/or**
  - a sports property **and/or**
  - general marketing and/or client servicing in a corporate or consultancy environment
- Managerial Experience: Minimum 2 years experience developing and managing a team in a cross-functional environment:
  - demonstrated ability to manage and supervise people to create a cohesive and service-oriented team
  - demonstrated ability to define and implement processes and systems
- Branding Experience:
  - approvals/activation (working for either a sponsor, a sponsor's agency, a broadcaster, OCOG or other Olympic Family member, or other sport property/federation) **and/or**
  - managing the graphic identity for a brand
  - ability to administer the application of brand guidelines throughout an organization and its constituents
- Training Experience:
  - excellent oral skills, including presenting to all levels of an organization
  - outstanding writing skills including the ability to succinctly communicate / explain complex ideas and/or legal obligations/rights
  - demonstrated 'Train the Trainer' skills
- Communication Skills:
  - demonstrated ability to write and present compelling presentations using Powerpoint, or other similar software
  - successful record of working with, and presenting to, people from varying backgrounds, cultures, experiences, languages and management levels
- Olympic Commercial Knowledge (commercial experience in an Olympic environment, a plus):
  - Ability to understand various models of Olympic commercial partnerships (sponsors, broadcasters, licensees) and apply that understanding into Rights Activation business practices
- Proactive: always looking to improve and systemise processes, pursuit of innovation and creativity
- Broad knowledge of media and sponsorship activation trends and methods to keep abreast of new developments
- Ability to effectively work within a matrix organization, reporting to multiple internal clients
- Ability to handle and resolve difficult situations; analyse problems from all angles, and propose workable solutions
- Able to balance own priorities and the priorities of those who you manage
- Ability to establish collaborative working relationships
- Strong organizational and project management skills
- Clear, fact-based or rationale-based decision-maker
- Excellent proficiency in Word, Powerpoint, Excel
- English fluency; French fluency a plus



## **Behaviour and attitude**

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- Demonstrates a collaborative approach
- Is proactive
- Strives for excellence
- Celebrates diversity
- Acts with integrity
- Ability to 'Think Business'