



Head of Strategic Alliances

1215 Genève 15



FEDERATION INTERNATIONALE DE L'AUTOMOBILE

Founded in 1904, the Fédération Internationale de l'Automobile (FIA) is the federation of the world's leading motoring organisations and the governing body for world motor sport.

The activities of the FIA cover two main pillars: mobility and sport. On the sport side, the FIA administers the rules and regulations for the main international four-wheel motor sport disciplines. On the mobility side, the FIA represents the rights of motor sport organisations, motorists and travellers throughout the world.

Head of Strategic Alliances

The Marketing Department, based in Geneva, is looking to fill the position of Head of Strategic Alliances.

Under the authority of the Director of Marketing and Events, the primary mission of this person will be to be responsible for developing and managing the FIA Commercial Partnership programme in 4 main areas in order to optimize and generate additional revenue streams and opportunities for the FIA :

- FIA Corporate activities
- FIA Events
- FIA Championships
- FIA CSR Campaigns

Main responsibilities:

- Ensure professional servicing of current portfolio of FIA Partners such as Michelin, Nissan, Coca-Cola, Rolex, Petronas, Magneti Marelli, EDF, OMP, etc.
- Initiate and lead negotiations for the renewal of existing Partners and the identification of new Partners, including notably: put together Partnership packages, draft offers, draw up list of prospects, manage an agency relay network, etc.
- Review current partnership strategy and propose potential improvement,
- Develop new initiatives, content development programs and right packages to attract new Partners, in consultation with all internal and external stakeholders involved,
- Work closely together with the Communication Department to align commercial programme with FIA

various communication platforms and CSR messages,

- Work closely together with the Legal Department for all contractual matters,
- Participate to the internal communication and reporting efforts to promote the activities and results of the Marketing & Events Department.

The position requires regular travel for business requirements

Profile:

- A relevant academic degree
- 10 years + experience in the sports marketing and sponsorship sector
- A proven track record of successfully servicing and closing commercial deals
- Relational self-confidence and a highly developed sense of negotiation
- Excellent written and verbal communications skills
- Bilingual, English/French (a third language would be a plus)
- International experience, ideally within both mature and emerging (BRIC) markets
- Experience in successfully managing multiple stakeholders
- Strong attention to detail and accuracy, the ability to prioritize and organize multiple projects, meet deadlines, problem-solve, and multi-task
- Proficiency in working with IT tools and compiling dossiers
- Great capacity for initiative and forward planning
- Capacity to work autonomously

Profil minimum requis :

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 - Bilingual, English/French
 - Experience in successfully managing multiple stakeholders
 - A relevant academic degree
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 **Postulez maintenant !**

Fédération Internationale de l'Automobile (FIA)

Human Resources

2, chemin de Blandonnet

1215 Genève 15

Email: recruitment@fia.com

<http://www.fia.com>

Lieu: 1215 Genève 15

Type de contrat : Permanent 100%

Autres offres de la société

Catégories d'emploi

Marketing / Médias / RP Marketing

 Postuler  Favoris  Imprimer

 Transmettre