

The Union Cycliste Internationale (UCI) was founded on 14th April 1900 in Paris and is the world governing body for cycling. The UCI's mission is to develop and supervise cycling in all its forms and for everybody, as a competitive sport, as a healthy recreational activity and as a means of transport and having fun. Additionally, the UCI promotes a number of its own events, including the UCI Road World Championships, an iconic annual event, and a wide range of other UCI World Championships and World Cups across the various disciplines. It is based in Aigle, Switzerland, at the UCI World Cycling Centre.

To put fan-centric digital innovation at the heart of its communication and marketing strategies, the UCI is seeking a:

Head of Digital, Communications & Marketing

(100%)

Mission:

Reporting directly to the Director General, the Head of Digital, Communications & Marketing is to lead and be responsible for four business units with a growing team of 12 staff. She/he will shape and implement the UCI's Digital strategy, deliver an effective and influential Communications strategy, and lead the UCI's Marketing & TV delivery.

The candidate will grow the UCI's existing commercial revenue channels and add innovative new ones as well as creating digital tools to engage cycling fans worldwide.

Main responsibilities:

- Identify and implement revenue-generating opportunities from each of the four business units
- Propose new approaches and opportunities linked to the evolving marketplace, particularly in the creation and development of digital customer acquisition with marketing and sponsorship alignment
- Manage digital and traditional communications and content
- Craft and interpret market, industry and customer insights into incremental commercial opportunities
- As leader of four business units, inspire and oversee the business unit managers and their respective teams
- Prepare budgets for the four business units and ensure that each manager works within that budget

Digital Community

- Work with the UCI Senior Management team to help shape the UCI's strategy for B2C digital interaction, including but not limited to website, social media, apps, OTT platform
- Ensure B2C strategy delivers value to UCI partners
- Provide direction to Digital Manager and growing team which operates and animates the platforms
- Co-ordinate content creation from the four business units to supply the digital offering
- Where appropriate and mutually beneficial, engage with external stakeholders to pool and share content

Communications

- Lead the central communications strategy in line with organisational needs, covering media relations, internal communications, publications, stakeholder engagement and corporate identity
- Provide direction to Communications Manager and team, working where necessary with external communications consultants
- Manage communication surrounding complex issues and potential reputational risks
- Ensure all PR opportunities are maximised in line with over-arching corporate objectives
- Ensure that there is an effective press, public relations and campaign plan that identifies appropriate audiences, reflects the priorities, identifies potential issues and engages relevant stakeholders
- Provide advice and guidance to senior management team on all communications matters, developing messaging and tactics as required for the effective handling of issues arising

- Developing effective communications in traditional, digital and social channels, including content creation and production that aligns with cyclists' passion
- Deliver key corporate communications publications
- Ensure a coherent implementation of the UCI corporate identity on all applications (events look and feel, publications, digital assets, internal documentation...) and ensure the continuing evolution of the UCI's brand and identity
- Promote the UCI narrative via a communication strategic plan with a heavy focus on fan, community engagement, NFs, sponsors, grand Public Relations initiatives to drive institutional reputation, increase sponsorship interests and sales of our products
- Provide advice & content to HR around internal communications strategy and outputs to ensure all staff are fully engaged with the work and direction of the organisation

Marketing

- Drive revenues through an agency approach as well as by extensive networking and nurturing key UCI contacts
- Provide direction to Marketing Manager to ensure servicing of partners at UCI's events and delivery of partner activation
- Ensure marketing support (creating materials etc) to the UCI's agency(ies)
- Ensure the team delivers comprehensive analytics on a transversal basis across sponsoring, digital and TV activities
- Supervise the UCI's merchandising strategy
- Co-ordinate with agency partners on operational matters and, in partnership with the Director General and CFO, oversee UCI's key agency strategy and relationships
- Co-ordinate the UCI Cycling Economy and Marketing Commission

TV Delivery

- Oversee TV Co-ordinator to ensure event TV production
- Ensure coherent strategy between sources of live data/images
- Shape & implement a cost-effective media-archiving strategy
- Co-ordinate with UCI's media agency(ies) and, where necessary, with broadcast partners, on operational matters
- In conjunction with the senior management team, continue to evolve the UCI's strategic development of TV/digital coverage of the sport to achieve the UCI's goals for coverage, reach, quality, accessibility and overall promotion of the events

Profile:

Technical

- Strong background in customer-driven digital solutions and digital media with a keen interest in their future evolution and innovative technologies
- Extensive experience in the area of communications, PR, media relations
- Proven delivery of effective and successful communications/PR strategies
- Proven track record shaping and delivering B2C solutions in new technologies
- Experience as business sponsor in delivering technology solutions
- Commercially driven outlook, experience delivering marketing programs
- Successful track record working on transversal projects and engaging with and influencing across departments and stakeholders
- Able to build relationships and coalitions to maintain partnerships and service with a clear customer focus and strategic vision for services delivery
- Experience of forecasting, analysing and managing budgets
- Knowledge of cycling and cycle sport
- Educated to degree level
- Fluent in English and strong French skills, any other language is advantageous

Behavioural

- Strong leadership and management experience
- Exceptional interpersonal skills

- Highly developed with effective presentation, facilitation, consultancy and communications skills
- Strong project management skills
- Good people management skills with the ability to lead and motivate a team to successfully deliver in a complex, pressurised environment
- The ability to win the confidence of the staff and senior individuals within and outside the UCI
- Autonomy and credibility

Start date: July 2018 or to be agreed

Join us and you will have every opportunity to use your skills, to be involved in current sporting activities and to contribute to the success of a modern and dynamic organisation. If you are interested in this position and you meet the criteria outlined in the profile, please e-mail your application and supporting documents (covering letter, CV, employment references and qualifications) to the following address: job@uci.ch.