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Job Title: Sales and Merchandising Manager
Work Rate: Full-Time
Start Period: Immediate
Location: ICF Hangzhou Office (see website for details).
Hours of Operations: M-F 9am to 530pm Beijing time.
Deadline: 16 February 2025
Apply to: info@canoeicf.sport

Job Description: Sales and Merchandising Manager

Department: Communications

The International Canoe Federation (ICF) serves as the global authority for canoe and kayak paddling sports, overseeing 10 disciplines worldwide, recognized by the International Olympic Committee (IOC). With 171 national federations, the ICF unites millions of paddlers globally, from grassroots to elite levels, promoting a passion for paddle sport for all. The Communications Department plays a pivotal role in promoting the federation's brand, events, and initiatives to a global audience, ensuring alignment with the ICF's core values and strategic initiatives.

Focusing on revenue generation, the Sales and Merchandising Manager drives sponsorships, broadcast rights, and merchandise opportunities, connecting Asian businesses to ICF's global network.

A successful candidate will demonstrate strong leadership skills, strategic thinking, and a passion for paddle sports. They will have a proven track record of sponsorship procurement. Excellent communication and collaboration skills are essential, along with the ability to thrive in a fast-paced, multicultural environment.

Responsibilities:

- Lead efforts in Asia to sell television rights and secure sponsorships, focusing on partnerships with CMG and other broadcasters.
- Develop strategies for merchandise and event promotions working with ICF merchandising partner.
- Identify new revenue streams to expand ICF's commercial portfolio.
- Create marketing packages tailored for event hosts and sponsors.
- Strengthen commercial ties with manufacturers and suppliers across China and the Asian and Oceania region.

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Requirements:

- Bachelor's degree in Business, Marketing, Communications, or related field.
- Proven track record of negotiating and managing rights agreements.
- Strong understanding of the global market trends, technologies, and distribution platforms.
- Excellent negotiation skills, with the ability to influence and persuade stakeholders at all levels.
- Excellent communication and interpersonal skills, with the ability to build and maintain relationships with stakeholders worldwide.
- Strong analytical skills, with the ability to analyse market data, evaluate performance metrics, and make data-driven decisions.
- Fluency in English required; proficiency in additional languages, particularly Mandarin Chinese, is highly desirable.