

Founded on 14th April 1900 in Paris, the Union Cycliste Internationale (UCI) is the world governing body for cycling. Its 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.

The UCI is seeking an:

## **Senior Commercial Project Lead (100%) English - French**

### **Mission**

The Senior Commercial Project Lead will be responsible for maximizing the UCI's sales revenues. He/she will have direct responsibility for expanding the UCI's portfolio of commercial partners, by concluding new sponsorship partnerships and managing relations with agencies mandated by the UCI.

### **Main responsibilities and tasks**

#### *Main responsibilities:*

- Seek new sponsors and secure new commercial revenues for the UCI.
- Drive the UCI's go-to-market strategy and optimize commercial revenues from existing UCI rights.
- Marketing UCI assets to targeted prospects.
- Build a relationship with prospects until the finalization of an agreement, understand the customer needs to set up an adapted solution with the support of internal teams.
- Promote UCI's marketing, digital and media solutions on the market of international advertisers.
- Based on feedback and experience gained, collaborate with UCI departments to structure and develop new assets with high commercial potential.

#### *Main tasks:*

- Marketing of UCI partnership packages on the international market.
- Definition of the 'go-to-market' strategy.
- Identification of commercial sectors and brands aligned with our proposals.
- Establishment of commercial representation agreements with agents/agencies in key markets/sectors.
- Optimization of commercial assets in place.
- Optimization of commercial prospecting tools (presentations, packs, videos, studies, etc ...).
- Monitoring of objectives and internal reporting.

### **Profile**

- Solid experience (min. 10-15 years) in the marketing and sale of commercial rights in the field of sport (cycling in particular).
- Bilingual English/French (other languages a plus).
- Very strong sense of negotiation, strength of persuasion and conviction.
- Strong objective and results orientation.
- Excellent communicator with very good interpersonal skills.
- Understanding of value creation mechanisms and associated rights.
- Good knowledge of the values of cycling, the UCI and social issues.
- Strong ability to work in a team and build strong relationships with colleagues and external partners, in an international environment.



- Excellent command of IT tools (MS Office, etc.).
- Strong sense of integrity, dynamism, and motivation.
- Passionate about sport in general and cycling in particular.
- Available to travel regularly and to work weekends.

**Place of work:** Aigle and/or remotely.

**Start date:** Immediately 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 organization. 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 [job@uci.ch](mailto:job@uci.ch).



Union Cycliste Internationale (UCI) has been EDGE 'Move' certified since January 2022. EDGE certification is the international reference standard for organisations in terms of gender equity. The UCI is the first international sports federation to be EDGE 'Move' certified.