

MARKETING MANAGER

Document ID	JOB023
Employer	Japan Cycling Federation
Work Type	Freelance/Working time negotiable
Contract Period	October 2020 to March 2022. Possibility of extension after 2022 depending on working performance.
Salary	Upon experience
Location	Shizuoka Prefecture, Japan
Posted	1/OCT/2020
Closes	The position will remain open until the position is either closed (an applicant hired) or cancelled (position closed without a hire)

JOB DESCRIPTION

Pre-amble

Japan Cycling Federation (JCF) is the recognized authority by the UCI (Union Cycliste International), JSC (Japan Sports Council) and JOC (Japan Olympic Committee) on all aspects of cycling in Japan. JCF is responsible for the management and development of the sport and the national team at the elite level, including Olympic, Paralympic and Asian Games.

JCF, through its High Performance Center of Japan Cycling (HPCJC), aims to create and sustain an effective system that develops talented Japanese track cyclists to achieve Olympic, Paralympic and World Championship medal performances.

Short Description

HPCJC Marketing Manager role offers a unique opportunity for an outstanding individual to be involved in the development of a completely new and innovative training center towards Tokyo 2020 Olympic Games.

HPCJC Marketing Manager, in cooperation with HPCJC Operating Manager, will be responsible for marketing operation of the organization. Following the strategic plan, the Marketing Manager will ensure that the center operates profitably and in an ethical manner in order to fulfill the objectives of its stakeholders and staff, assuring the functionality and sustainability of the organization.

Reports to

HPCJC's Director and Operating Manager

Main Responsibilities (include but are not limited to)

Communication and marketing

- Oversight and high level management of delivery of all HPCJC communication outputs.
- Manage implementation of communication plans for HPCJC events and initiatives.

- Continually review the evolving communications environment and ensure HPCJC effectively responds and adapts to noted trends.
- Coordinate with JCF Media Manager/JKA PR Manager to identify and drive proactive communication opportunities (additional to events and news reporting) and maximise positive exposure of HPCJC within media and digital channels.
- Lead the implementation of HPCJC's branding, work with partners, sponsors, Member Organizations and other key stakeholders to steer outcomes for HPCJC and cycling in Japan.
- Coordinate with media (TV, newspaper, magazine, keirin online media etc.) and suppliers to maximize exposure and branding of HPCJC.
- Develop and execute integrated marketing campaigns to support wider organizational objectives and strategies.
- Lead digital communications strategy, including website and digital channel management.
- Facilitate content generation for HPCJC's website and digital channels, to increase presence and growth.

Sponsorship

- Build and manage the portfolio of sponsors, driving value for HPCJC and the sponsor, ensuring sponsor relationships are strong and effective, and sponsors receive appropriate levels of servicing and value, and effective sponsor reporting.
- Implement sponsorship commitments and obligations, work collaboratively with sponsors to plan and deliver sponsorship activations.
- Work closely with internal stakeholders to ensure delivery against sponsorship commitments.
- Manage the overarching sponsorship rights register, naming rights and branding hierarchy.
- Input into the structure and development of new sponsorship properties.

Budget Management

- Manage the designated communications and marketing delivery budget.
- Manage the designated sponsorship delivery budget

Requirements (include but are not limited to)

- Understanding of business functions such as Marketing etc.
- Demonstrable competency in strategic planning and business development.
- The ability to monitor budgets.
- The ability to create documents, policies and agreements.
- Working knowledge of IT/Business infrastructure and MS Office.
- Good written and oral communications skills in the English language.

Key Competencies and Behaviors (include but are not limited to)

- Result oriented and creative in addition to having strong business-development skills and the ability to interact with clients, staff, and stakeholders.
- Good organizational skills, problem-solving abilities, time management skills and initiative.
- Effective communication.
- Good command in both spoken and written English.

Key Partners and Stakeholder include

- Japan Sports Council
- Japan Institute of Sports Sciences
- Japan Olympic Committee
- Japan Keirin Association
- Among others...

General

- Travel throughout Japan and internationally might be required.
- Comply with all policies set down by Japan Cycling Federation and ensure that they are implemented as appropriate.

APPLICATIONS

Please send full resume to hr@japanhpc.com, including:

- Current and expected salary.
- Contact telephone number, email and postal addresses
- Current work situation and availability date for starting.

Please quote reference no. **“JOB023”** in the application.

Applicants who are not invited for interview within six months may consider their applications unsuccessful.

All applications will be treated in the strictest confidence. Data collected will be used for recruitment and other employment-related purposes only.