



POSITION AT THE INTERNATIONAL BOXING ASSOCIATION (IBA) AS DIRECTOR OF MARKETING

The International Boxing Association (IBA) is a non-profit international organization which, with approximately 200 National Member Federations, governs the sport of boxing worldwide, working for the benefit of the sport and all its stakeholders, to help boxing realize its goals within the international sporting arena. Established its branch operational office in Dubai, UAE since 2024, with a young and dynamic team, IBA is looking to fill in the position of

MARKETING DIRECTOR - 100 %

Reporting to the Secretary General & CEO, the Director of Marketing will develop and implement a comprehensive and effective marketing strategy while engaging new international sponsors. The Director will lead the Marketing Department and execute its long-term strategy with a focus on sustainability and operational excellence. The main responsibilities will be:

- Develop and implement a comprehensive marketing and brand management program to position IBA as the governing body and home of boxing.
- Contribute marketing, sports marketing, and sponsorship expertise to all stakeholders across IBA.
- Oversee all employees in the Marketing/Brand Management department and manage relationships with involved suppliers.
- Plan and administer the Marketing Operations budget.
- Implement the overall IBA business plan in areas of responsibility, focusing on generating projected revenues.
- Oversee IBA marketing partners' sales and services.
- Develop profitable income streams by establishing a strong overarching IBA brand.
- Implement innovative approaches to generate global interest in IBA boxing.
- Deliver attractive sponsorship opportunities for partners, sponsors, and suppliers.
- Develop a broad licensing portfolio covering all potential revenue channels (e.g., merchandising, host fees, etc.).
- Establish a strong measurement/evaluation service as an ongoing tool for product and communication adjustments.
- Work closely with other IBA specialist functions and divisions to deliver successful products.
- Formulate sponsorship, advertisement, and licensing proposals.
- Identify potential partners, sponsors, and preferred suppliers.
- Find potential implementation suppliers to reduce costs and increase quality on a global basis.
- Provide IBA teams with informed knowledge of the sports marketing industry, including potential opportunities and competitor activity.
- Outline and develop revenue structures and new business pipelines.

Knowledge, Skills, and Abilities:

- Minimum of 10 years of relevant experience in marketing and brand management, particularly within the sports and/or entertainment sectors.
- Master's degree in Marketing, Business, or a related field is preferred.
- Proven expertise in engaging sponsors and managing TV rights.
- In-depth understanding of the international sports marketing landscape.
- Demonstrated leadership and consensus-building abilities, with a successful history of developing and administering marketing programs.



- Experience in managing a marketing team and collaborating with cross-functional departments.
- Exceptional written and verbal presentation skills, capable of effectively communicating with diverse audiences.
- Fluency in oral and written English is essential; proficiency in other languages, such as French and Russian, is advantageous.
- Strong strategic thinking skills for developing and implementing successful marketing plans and campaigns.
- Ability to analyze market trends and data to inform decision-making.
- Entrepreneurial mindset with strong team collaboration skills.
- Highly organized, with the ability to manage multiple tasks in a fast-paced environment.
- Willingness to travel extensively, with adaptability and cultural sensitivity.
- Exemplary work ethic.

Based in: Dubai, UAE
Start date: As soon as possible.
Application deadline: 28 February 2025

If you are interested in this post and you fit the requirements, please send your application, including CV and cover letter, to HR hr@iba.sport (indicate in the email subject title “Name First name / Marketing Director”) and join a fast moving and vibrant organization.

This job description highlights the areas of activity of the employee, it does not intend to be exclusive or exhaustive and may be amended over time depending on the changing needs of the organization.

