



## INTERNATIONAL FLOORBALL FEDERATION (IFF)

*Recognised by the IOC  
Ordinary member of SportAccord*

### Open position for a new Champions Cup Brand Manager (50%)

The IFF Champions Cup stakeholders, the Czech, the Finnish, the Swedish, the Swiss and the International Floorball Federation, who are managing the European Top Club Competition - the IFF Champions Cup (CC) have based on the need to enhance and develop the competition decided to employ for the period until the end of 2017 a

#### Champions Cup Brand Manager

The CC Brand Manager is responsible for the following tasks:

- Develop a Brand Concept for the Champions Cup
- Create a Brand Portfolio for the Champions Cup
- Create a Sales Package and a Sales System for the CC
- Organise Sales for the CC and close collaboration with the Floorball Manufacturers
- Develop and maintain a CC graphical manual
- Create and Provide materials and news for the stakeholders
- Manage the CC web page together with the local organiser
- Close collaboration with the local organiser and the CC Steering Group
- Communicate with the Media on a continuous basis

The Brand Manager is also following-up on the tasks of the stakeholders and coordinate the work of the Champions Cup Steering Group (CCSG).

The position is initially built as a Half-time employment, with the aim to make it a Full-time position with the second part within the IFF administration in the fields of Marketing, Sales and Event administration. The Brand Manager will join the IFF Office, which has at the moment five full time employees, with the possibility to be located also outside the IFF Office.

We are looking for a person with the following qualifications:

- Good knowledge of English (spoken and written)
- Broad experience of Brand Building and Marketing
- Good experience in dealing with Sponsors, Prospects and Vendors
- Good experience of Event Management and Project Management
- Good Sales experience
- Proven good Organisational skills
- Knowledge of National Floorball, Club Teams or other sports organisations
- Good communicational skills and knowledge of web and social media

IFF offers a good view point into international sports, in a fast growing organisation, which organises over 15 International events in the season 2015 – 2016.

The position is to be filled as soon as possible, but no later than from April-May 2015 and is firstly employed until the end of 2017, with the aim to continue the employment in IFF also after this.

All applications, including a salary request and a CV, should be sent to the IFF Office address at [office@floorball.org](mailto:office@floorball.org) no later than the 27<sup>th</sup> of February, 2015. If there are any questions you would like to ask you can contact John Liljelund, secretary general at either [liljelund@floorball.org](mailto:liljelund@floorball.org) or by mobile: +358-400-529030.