



**With passion and professionalism we bring
the world of the Bundesliga to life for everyone.**

Bundesliga International GmbH is a wholly owned subsidiary of DFL Deutsche Fußball Liga GmbH and is responsible for the global marketing of the commercial rights owned by Bundesliga. Bundesliga International GmbH's three business segments - Audiovisual Rights, Sponsoring & Licensing and International Marketing - all pursue the clear goal of strengthening Bundesliga's market position on a sustained basis and of expanding all the marketing activities relating to professional football.

To support and continue expanding the company successfully, we are seeking for our Frankfurt/Main office a qualified

Head of Digital Partnerships (m/f)

Your tasks:

- Create new forms of collaborations and products to increase number of partners and visibility of Bundesliga on digital channels of global broadcast partners
- Ensure that new partnerships are delivering value for existing partners both in the broadcast area as well as for existing or potential future Bundesliga sponsors
- Define digital partnerships: Deliverables of Bundesliga, Deliverables by partners, negotiate contracts and oversee implementation, keeping internal stakeholders informed and aligned
- Work across all internal teams and create detailed briefings outlining roles & responsibilities of all stakeholders to deliver new collaborations and products
- Serve as digital business development contact for digital departments at international license partners, in close collaboration with relevant internal stakeholders
- Work with internal stakeholders to define targets & strategy for Bundesliga's own digital channels (Web, mobile, social media), make sure there is alignment with Bundesliga International's overall targets and strategy and give business reviews to senior management
- Ensure that products and services delivered by other Bundesliga subsidiaries (e.g. Data Services, games on Bundesliga websites) are leveraged for international partners and licensees

Your profile:

- University degree in journalism, media or communication studies or a comparable qualification
- At least 10 years of work experience in business development and/or strategy consulting, sales and/or account management
- Digital expert
- Experience with Digital business models, products and Developments in Sports / Entertainment / content driven industries
- Experience of working in international environments and in managing teams
- Experience in engaging, influencing and closing deals at senior level
- Ability to translate strategic initiatives into detailed operational plans

Alongside enthusiasm for sport in general and football in particular, you should also demonstrate the following abilities:

- Ability to think strategically and creatively using sound business judgement
- Proven track record of leading and driving multiple complex projects to meet business objectives
- Exceptional interpersonal and communication skills
- Entrepreneurial mindset with tenacity to develop ideas and deliver them in collaboration with the organisation
- Basic understanding of programming, digital product management, infrastructure behind digital offerings (OTT, SVOD, TVOD, digital rights management)
- Fluent English and good command of German, other language skills are beneficial

What we offer:

- A workplace in the Bundesliga environment
- Exciting and diverse tasks in a growth area
- The opportunity to work autonomously in an international organisation

The position is initially based on a two-year fixed contract.

Please apply with your complete curriculum vitae and covering letter stating the start date and your salary expectation **exclusively by e-mail to:**

bewerbungen@df1.de

DFL Deutsche Fußball Liga GmbH
Human Resources - Recruiting

