



Bundesliga International Corporation is a wholly owned US subsidiary of Bundesliga International - a DFL Deutsche Fußball Liga company. Bundesliga International Corporation is responsible for the international marketing of the Bundesliga in North, Middle & South America. Bundesliga International Americas based in New York (USA) is pursuing the clear goal of strengthening Bundesliga's market position on a sustained basis and of expanding the marketing activities relating to professional football together with all partners in the region.

To support and continue expanding the company successfully, we are seeking for our New York office a qualified

Manager Marketing & Communications (m/f)

Your tasks:

- International Marketing & Communications Americas: marketing strategy & budget, events, promotion, brand building, agency management e.g. initiate, coordinate and lead the execution of promotion activities and events i.e. friendly matches of Bundesliga in Americas
- Planning and execution of international marketing projects and services for holders of TV rights abroad, e.g. 'Bundesliga Legends Tours' roadshows, events, press conferences, media visits (scheduling, budgeting, coordination of attendees)
- Establish and grow excellent relationships with all existing and potential Bundesliga partners in the region
- Partner and key account management for media and sponsoring partners in the Americas and Bundesliga clubs
- Establish and develop brand relevance and popularity of Bundesliga in the region

Your profile:

- Bachelor's degree in marketing, communications or equivalent
- 5 years of regional experience in sports marketing, events, brand management or PR agency, with football related media and marketing industry.
- Strong understanding of all aspects of marketing, ideally in sports marketing
- Proven track record of driving exceptional pan-regional marketing campaigns and managing complex projects with multiple stakeholders to meet business or strategic objectives

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

- Passion for football, sports and marketing
- Interest in and passion for working in a multicultural environment
- Exceptional interpersonal and intercultural communication skills
- High sense of responsibility for getting assignments and partnership executed on time
- Fluent English, other languages skills are beneficial (Spanish preferred)

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

Please apply with your complete curriculum vitae and covering letter stating your starting date and salary expectation **exclusively by e-mail to:**
Americas@bundesliga-international.com

Bundesliga International Corporation
 Human Resources - Recruiting