



Vacancy

# PARALYMPIC GAMES BRAND & ENGAGEMENT MANAGER (F/M/X)

The IPC offers the position of a full-time **Paralympic Games Brand Manager (f/m/x)** in a multi-cultural team at the IPC Headquarters in Bonn, Germany, starting in **May 2020 or earlier**. The deadline for application submissions is 29 March 2020.

## ABOUT THE IPC

At the IPC, we work as one team, aligned and focused on fulfilling our vision and mission.

The IPC's vision is for an inclusive world through Para sport. We believe that **Change Starts With Sport**, and that the work of the Paralympic Movement is a catalyst for driving social inclusion and advancing the UN Convention on the Rights of Persons with Disabilities and the UN's 17 Sustainable Development Goals.

The IPC seeks to use the influential global position of the Paralympic Movement and the growing profile of Para athletes to challenge the stigma attached to disability and empower social transformation.

The IPC is the global governing body of the Paralympic Movement. We supervise the organisation of the Paralympic Games and Paralympic Winter Games and serve as International Federation for 10 Para sports. We enjoy a positive working relationship with the IPC Governing Board, members of which are democratically-elected every four years by the IPC General Assembly.

The IPC is a purpose-driven non-profit association. Our mission is to lead the Paralympic Movement, oversee the delivery of the Paralympic Games and support members to enable Para athletes to achieve sporting excellence. Since 1989, we have been creating change through sport with the Paralympic Games and Paralympic athletes at our core.

**INTERNATIONAL PARALYMPIC COMMITTEE**

Adenauerallee 212-214, 53113 Bonn, Germany / [paralympic.org](http://paralympic.org)  
[communicationsjobs@paralympic.org](mailto:communicationsjobs@paralympic.org) / Tel: +49 228 2097-200 / Fax: +49 228 2097-209

## ROLE

These will be your **tasks and responsibilities**:

- Advise the Paralympic Games Organising Committees (OCOGs) and other stakeholders on all matters regarding the Paralympic brand, engagement and cultural programme.
- Liaise with the OCOGs Brand, Identity and Look of the Games, Engagement and Torch Relay functional area to ensure a timely delivery of all brand and engagement related milestones.
- Liaise with OCOGs on the Cultural Programme, incorporating Paralympic-related messaging and content within that.
- Responsible for the approval of all the Paralympic Games brand assets and their respective guidelines from OCOGs and other stakeholders.
- Liaise with other OCOG functional areas to deliver brand-compliant assets, such as sub-brands logos (Education, Culture, Sustainability and Live Sites programmes), ticket designs, medals, diplomas, accreditations, workforce uniforms, etc.
- Responsible for the delivery of effective, well-integrated brand and commercial assets, such as the start numbers/bibs, field of play (FOP), concessions, licensing products, licensing stores and partner showcasing.
- Support with partners and Rights Holding Broadcasters (RHBS) to ensure compliant Paralympic Games brand activations.
- Closely collaborate with the OCOGs during the transition period (Olympic to Paralympic) to ensure the timely and compliant delivery of the Look of the Games plan and signage for competition and non-competition venues.
- Close collaboration with the International Olympic Committee (IOC) to ensure aligned communications to the OCOGs.
- Collaborate with the OCOGs and IOC in the delivery of Knowledge transfer projects and Games Management brand-related activities.

Furthermore, you should meet the below **requirements**:

- Bachelor's degree in marketing, communications or design with five years' experience of working in a brand team.
- Knowledge of branding for sports events
- Strong interpersonal and communication skills, both verbal and written
- Excellent organisational skills and ability to manage multiple projects at once
- Flexibility and ability to prioritise, meet deadlines, and manage shifting priorities
- Good negotiation skills and able to handle conflict or confrontation in a professional manner

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Do you want to **apply**?

If you are interested and you can meet most of our requirements, please send your CV and cover letter in English and in the pdf format to [communicationsjobs@paralympic.org](mailto:communicationsjobs@paralympic.org).

We especially encourage individuals with an impairment to apply; we support the relocation process and provide transitional accessible accommodation.

For further information on the IPC or the Agitos Foundation, our salary and relocation package, please contact us or visit our website under [www.paralympic.org](http://www.paralympic.org).

**Thank you for your consideration!**

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