

Marketing and Partnerships Manager

Location:	Lausanne, Switzerland (FIH Headquarters)
Reports to:	Director General
Contract Type:	Full-time
Application deadline:	30th November 2025
Start date:	as soon as possible

About the FIH

The International Hockey Federation (FIH) is the global governing body for hockey, responsible for promoting and developing the sport worldwide. With more than 140 member associations and a vibrant calendar of world-class competitions, FIH connects millions of players, fans, and partners across all continents.

About the Role

FIH is seeking a dynamic and strategic **Marketing and Partnerships Manager** to strengthen the positioning of hockey on the global stage and drive value across its brand, events, and partnerships.

This key role will lead the planning and execution of FIH's marketing and digital strategies, ensuring brand consistency, fan engagement, and commercial growth in collaboration with internal teams, confederations, event hosts, and external partners.

Key Responsibilities

A. Corporate Marketing

- **Brand & Identity:** Define, protect, and enhance the FIH brand identity, values, and visual guidelines.
- **Consistency:** Ensure unified messaging and presentation across all platforms and events.
- **Member Services:** Promote FIH services and initiatives to member nations and continental federations, including IT, Academy, and event portfolios.

B. Event Marketing

- **Strategy:** Lead the design and delivery of marketing plans for all FIH events (World Cups, Pro League, Nations Cup, Non-11s formats, WC & Olympic qualifiers) and support FIH's presence at major multi-sport events (Olympic Games, Commonwealth Games, etc.).
- **Host Support:** Develop a host marketing model that empowers event organisers to maximise ticket sales, broadcast reach, and fan engagement, ensuring alignment with FIH's global brand positioning.

C. Commercial Partnerships in support of the FIH Commercial Director

- **Acquisition:** Support the creation of compelling partner packages that deliver mutual value and enhance the sport's visibility.

- **Management:** Lead day-to-day management and activation of assigned partners, working closely with internal teams and external stakeholders.
- **Activation:** Develop and implement activation plans that integrate partner objectives with FIH's overall marketing strategies.

D. Digital & Fan Engagement

- **Digital Strategy:** Create and implement a digital marketing plan aligned with FIH's overarching marketing objectives.
- **Fan Engagement:** Plan and deliver digital activations and campaigns that grow, engage, and monetise FIH's digital audience across social media, apps, and web platforms.
- **Data & Analytics:** Use audience insights to refine engagement strategies and report progress against agreed KPIs.

E. Merchandising & Licensing in support of the FIH Commercial Director

- **Product Development:** Develop official merchandise lines (equipment, apparel, and souvenirs) that embody the FIH brand.
- **Licensing:** Manage licensing agreements and relationships with professionalism and commercial acumen.

About You

You are a proactive and creative marketing professional with a proven ability to translate strategic vision into tangible results. You bring a global mindset, an understanding of sports marketing and partnerships, and the ability to build strong relationships across cultures and sectors.

Key Qualifications and Experience

- Bachelor's degree in Marketing, Communications, Business, or related field.
- 3+ years' experience in marketing, sponsorship, or brand management, ideally within sport, entertainment, or events.
- Strong understanding of digital marketing, fan engagement, and analytics.
- Demonstrated success in partnership management and activation.
- Excellent project management and communication skills.
- Fluent in English; additional languages are an asset.

Why Join FIH

- Be part of a global organisation shaping the future of hockey.
- Work within an international, collaborative environment in Lausanne – the Olympic Capital.
- Contribute to innovative projects that connect fans, athletes, and partners worldwide.