

Broadcasting & Marketing Manager

Location: Lausanne, Switzerland

Contract Type: Full-Time and permanent contract

Reports to: Secretary General (Phase 1 & 2), COO/CFO (Phase 3)

Join World Boxing and Shape the Future of Global Sports Broadcasting

World Boxing is seeking a dynamic and experienced TV Broadcasting & Marketing Manager to lead the development of our global broadcast strategy and commercial media partnerships.

This is a unique opportunity to play a pivotal role in one of the fastest-growing international sports organisations. As we continue to expand our global footprint, you will be responsible for driving media reach, enhancing broadcast excellence, growing commercial revenues, and developing sponsorship opportunities that support the long-term success of the sport.

The position combines strategic leadership with operational execution, requiring expertise in media rights, broadcast distribution, production standards, marketing, and partnership development.

As our organization enters its next phase of growth, you will help build sustainable broadcasting and marketing frameworks from the ground up while establishing strong relationships across the global sports media ecosystem.

Key Responsibilities

Broadcasting & Media Rights

- Develop and manage relationships with broadcasters across key boxing markets, including Central Asia, China, India, Türkiye, and other strategic territories.
- Work alongside external distribution consultants and agencies to maximize media rights distribution and audience reach.
- Define and implement a consistent broadcast product across traditional linear television and digital platforms.
- Ensure host broadcast production meets international quality standards and broadcaster expectations.
- Lead or support the preparation of production and broadcast tenders, working with external experts where necessary.
- Adapt broadcast products and production requirements according to event tier and market demands.
- Coordinate with Digital and Communications teams to maximise exposure of OTT platforms, YouTube channels, and other digital media properties.

- Identify and develop new opportunities for content distribution and audience engagement.

Marketing, Sponsorship & Commercial Development

- Develop an integrated sponsorship framework based on television, digital and media assets.
- Create attractive commercial packages that deliver value to sponsors and partners.
- Support the growth and monetisation of licensing programs and media-related commercial opportunities.
- Collaborate with internal stakeholders to develop innovative marketing initiatives that strengthen brand awareness and audience engagement.
- Contribute to the organization's long-term commercial strategy through sponsorship and partnership development.

Profile & Qualifications

What We're Looking For

The successful candidate will combine strong commercial instincts with deep expertise in sports broadcasting and media rights management.

Required Experience & Skills

- Proven track record in negotiating and managing television broadcast and media rights agreements.
- Strong network and experience within key boxing and international sports media markets.
- Extensive knowledge of modern broadcasting environments, including linear TV, OTT, streaming and digital platforms.
- Solid understanding of broadcast production requirements for combat sports and/or Olympic sports.
- Experience negotiating and managing suppliers, production partners and event-related contracts.
- Experience in sponsorship sales, commercial partnerships and partner servicing.
- Strong project management capabilities with the ability to manage multiple priorities and tight deadlines.
- Excellent problem-solving skills and ability to perform effectively in high-pressure event environments.
- Outstanding communication and relationship management skills.

Language & Location Requirements

- Fluent in English and French (written and spoken).
- Additional languages such as Russian, Turkish or Spanish are highly desirable.
- Based in or willing to relocate to the Lausanne region.

- Swiss nationality or a valid Swiss work permit required.
 - Available to start as soon as possible.
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Travel

- This position involves regular international travel for events, broadcast operations, partner meetings, and commercial development activities. The amount of travel is unknown at the moment but estimated at 15% of the time.
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Key Stakeholders

You will work closely with:

- Secretary General
 - Events Director
 - Organising Committees and Host Cities
 - Communications, Digital & PR Teams
 - Finance Department
 - Broadcasters and Media Partners
 - Olympic Broadcasting Services (OBS)
 - Sponsors
 - External Production, Technology and Distribution Partners
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What We Offer

- An opportunity to contribute to the growth and global visibility of World Boxing.
 - A strategic role with significant impact on the future of Olympic boxing.
 - The chance to build and shape broadcasting, sponsorship and marketing frameworks from the ground up.
 - An international, collaborative and fast-paced working environment.
 - Competitive compensation aligned with Swiss market standards.
 - The opportunity to work with leading broadcasters, rights holders and commercial partners worldwide.
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How to Apply

Please submit your application by email only to:

fdellenbach@worldboxing.org

Application Documents

- Motivation letter in English or French
- Current CV in English
- Details of any relevant broadcasting, media, marketing, sponsorship or commercial certifications or experience

Application Deadline

20 August 2026

World Boxing is committed to building a diverse and inclusive workplace and welcomes applications from qualified candidates of all backgrounds.