

# European Professional Club Rugby

Marketing and Commercial Director  
Lausanne, Switzerland

## Background

EPCR is responsible for the most sought after prize in European Club Rugby – The Heineken Champions Cup. It is also responsible for the administration, organisation and commercialization of the Challenge Cup and the Continental Shield. The organisation is at an exceptionally exciting point in its evolution having secured significant partners such as Heineken, TISSOT and Gilbert and long term media partners in the domestic market and internationally.

EPCR is now looking to appoint a world-class Marketing and Commercial director to lead all the marketing and commercial activities for the three competitions; Heineken Champions Cup, Challenge cup and the Continental Shield.

You will be responsible for developing and implementing all marketing and commercial strategies, generating commercial activity and driving revenue. Leading a team of 6 direct reports, you will manage all external agencies and contractors and grow the brand and audiences in Europe and around the world.

The role will be based at EPCR headquarters in Lausanne, Switzerland, and will involve extensive travel across Europe.

## The successful candidate will have the following skills and experience:

- High level and proven experience of complex commercial and broadcasting/digital/OTT arrangements, ideally in relation to a sports rights holding organisation.
- Proven marketing experience with a track record of growing audiences and engagement.
- An outstanding leader who can inspire, influence and motivate a complex network of stakeholders to deliver results.
- General knowledge of the worldwide rugby landscape will be important.
- Fluency in English is essential, French and other languages are desirable.

## How to Apply

We are an equal opportunity employer and we positively encourage applications from suitably qualified and eligible candidates regardless of sex, ethnicity, disability, age, sexual orientation, gender identity, religion and belief.

For the full candidate brief and to apply please go to [www.odgers.com/69241](http://www.odgers.com/69241). To apply candidates should send the following:

- Letter of application highlighting your motivation for the post and relevant experience
- Up to date curriculum vitae
- Details of current remuneration
- Names and contact details for three referees (referees will not be contacted until final interview stage).



The closing date for applications is midday on Wednesday 31st October.

For a confidential discussion about the role, please contact:

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# Candidate brief for the position of Marketing and Commercial Director EPCR

October 2018



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# Background

European Professional Club Rugby (EPCR) is a rights holder of the Heineken Champions Cup, the Challenge Cup and the Continental Shield.

Established in 2014 with headquarters in Lausanne, Switzerland, EPCR has the following shareholders: Federation Francaise de Rugby (FFR), Federazione Italiana Rugby (FIR), Irish Rugby Football Union (IRFU), Rugby Football Union (RFU), Scottish Rugby, Welsh Rugby Union (WRU), Ligue Nationale de Rugby (LNR), Premiership Rugby (PRL) and Pro Rugby Wales.

The Heineken Champions Cup and Challenge Cup tournaments feature clubs which have qualified on merit from their respective domestic leagues – Gallagher Premiership Rugby, the TOP 14 and the Guinness PRO14 – as well as from the Continental Shield.

EPCR is at an exciting point in its evolution. It has secured significant partners such as Heineken, TISSOT and Gilbert and long term media partners in the domestic market and internationally.

It is now looking to appoint a world-class Marketing and Commercial Director to lead all the marketing and commercial activities for the three competitions; Heineken Champions Cup, Challenge Cup and the Continental Shield. This includes broadcasting partnerships with beIN, BT Sport, Channel 4, Virgin Media, DANZ, NBC Sports and France Televisions.

## The Role

Job Title: Marketing and Commercial Director

Reporting into: CEO

Location: Lausanne, Switzerland

The EPCR Marketing & Commercial Director is responsible for developing and implementing all marketing and commercial aspects of EPCR competitions. This will include, in priority, generating commercial activity and driving revenue through the development and implementation of:

- Media rights/broadcasting strategies and operational plans, including relationship management, growth initiatives, sales.
- Sponsorship strategies and operational plans, including sales, growth initiatives, relationship management/client-servicing.
- EPCR Finals host-city acquisition strategies and operational plans.
- Fan engagement strategies and operational plans, including CRM/database, various brand/experiential initiatives.
- Other revenue-generating opportunities as may be agreed with EPCR Executive Committee and Board.
- The role will be based at EPCR headquarters in Lausanne, Switzerland, and will involve extensive travel across Europe. The responsibility will include the management of a team of 5-6 direct reports and several external agencies and contractors.
- Exceptional leadership and communication skills, a strong personality, the ability to navigate with ease in complex stakeholder environments, and fluency in both English and French, will be required. Knowledge of rugby, and some experience in the administration of the sport, would be an asset.



## Key Accountabilities

- Delivery of targeted commercial net revenue to the EPCR business from all commercial activity.
- Leadership of positive EPCR relationships with all commercial partners and sales agencies.
- Leadership of positive EPCR relationships with the commercial departments stakeholder organisations and clubs.

## Key Responsibilities

- Develop and implement an integrated strategy to drive revenue from broadcast/media, sponsorship, events, and various other agreed initiatives such as merchandising or licensing.
- Manage overall media rights/broadcasting strategies and associated operational plans, including objective-setting and sales processes across all relevant markets, the relationships and creation of joint marketing/growth initiatives with key broadcasters.
- Develop and implement the sponsorship programme, strategies and associated operational plans, including objective-setting and sales processes with the support of selected sales agencies, the relationship with, and leadership over selected agencies, the client-servicing for EPCR commercial partners.
- Oversee the strategic planning and execution of EPCR Finals including hosts acquisition processes, event business/financial model, ticketing and hospitality strategies, various experiential and brand initiatives.
- Oversee all marketing activity for the organisation and its brands, including brand positioning, visual identity/brand creatives, media planning, media buying.
- Develop and implement fan engagement strategies and related operational plans, including CRM/database, various experiential initiatives.
- Develop new revenue streams e.g. licensing and merchandising or other opportunities to be identified and implemented.

## Key Internal and External Relationships

### Internal Liaisoning with:

- Director General – Vincent Gaillard
- EPCR Board
- Communications and PR, Finance and Operations, Regulations and Discipline and Refereeing.

### External Liaisoning with:

- Sports marketing agencies
- PR & communication agencies
- Broadcast/digital/OTT partners
- Sponsors
- Other commercial partners
- Suppliers
- Third party agencies
- The Fans
- Host cities



# The Candidate

The right candidate will currently be a successful Board level marketing and commercial individual. You will be confident leading and managing an experienced and capable team and getting the best out of your staff. You will understand, in depth, the ROI of strategic partnerships for both the right's holder and the brand and be successful in effective renewal of contracts. You will be both strategic and tactical; capable of developing a sustainable strategy yet delivering in the short-term.

## Experience

- High level and proven experience of complex commercial and broadcasting/digital/OTT arrangements, ideally in relation to a sports rights holding organisation.
- Proven marketing experience with a track record of growing audiences and fan engagement.
- Delivered on significant commercial targets and large scale projects to timescale.
- Negotiated high value, complex, multi-year commercial contracts at a global level.
- Financially astute, able to manage complex, commercial contracts at a global level.
- Proven track record in business to business and business to consumer marketing brand development and communications.
- International experience and language skills would also be advantageous.
- General knowledge of the worldwide rugby landscape will be important.
- Able to manage sales agencies ensuring they consistently deliver on objectives.
- Significant experience in business development and the building of successful commercial and financial relationships with third party partners.
- Deep knowledge and current understanding of the power of an integrated digital strategy. Capable of modernising and upskilling a commercial department to be fit for purpose in the digital age.
- Track record of building talented top teams who evolve with the organisation and lead a strong and healthy internal high-performing culture.
- Extensive stakeholder management experience. An outstanding leader who can inspire, influence and motivate a complex network of stakeholders to deliver results, with a track record of achieving consensus through collaboration and partnership across international boundaries.



## Abilities, Skills & Aptitudes

- Excellent negotiation and influencing skills, able to engage with the commercial market place at Board level and establish collaborative relationships with non-commercial organisations.
- A strategic and analytical thinker, not afraid to take risks and to make choices to achieve goals, and to think laterally, beyond traditional boundaries, to solve problems.
- Be an ambassador for the EPCR brand globally.
- Visionary and inspirational leader, with a proven ability to build, develop and motivate a team with diverse commercial skills.
- Proven track record of significant revenue generation through media rights, sponsorships and events in a competitive commercial environment.
- Commercial acumen, the ability to manage and grow relationships, with budget management skills and market knowledge.
- Excellent understanding of sponsorship and account management, with skills across a wide range of sales and marketing disciplines.
- Familiarity with strategic planning and organising of events.
- Fluent in English, other languages desirable.

## Personal Characteristics

- Outstanding leadership skills, someone who demonstrates passion and who will enthuse and inspire others.
- Politically astute, with a high level of integrity and an open style able to build trust and effective working relationships with all of rugby's stakeholders.
- A team player with a passion for sports and an ability to motivate others.
- Self-motivated and dynamic personality with entrepreneurial and strategic thinking.
- Able to demonstrate credibility with board level relationships.



# EPCR Governance

The board of EPCR has the following members:

- Simon Halliday (Chairman)
- Philip Browne (IRFU)
- Gareth Davies (WRU)
- Mark Davies (Pro Rugby Wales)
- Mark Dodson (Scottish Rugby)
- Fabrizio Gaetaniello (FIR)
- Robert Howat (Scottish Rugby)
- Mark McCafferty (PRL)
- Paul McNaughton (IRFU)
- Nigel Melville (RFU)
- Serge Simon (FFR)
- Andrea Rinaldo (FIR)
- Yann Roubert (LNR)

EPCR's Executive Committee, which is responsible for leading the commercial strategy of the organisation and its tournaments, is made up of Simon Halliday, Mark McCafferty, Paul McNaughton, Yann Roubert and EPCR Director General, Vincent Gaillard. EPCR's revenues are distributed on the basis of an equal three-way division to LNR clubs, Premiership Rugby clubs and PRO14 Rugby clubs. EPCR's tournaments are run according to World Rugby's Laws of the Game and to World Rugby Regulations.



# How to Apply

The EPCR is an equal opportunity employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, ethnicity, disability, age, sexual orientation, gender identity, religion and belief.

To apply candidates should send the following:

- Letter of application highlighting your motivation for the post and relevant experience
- Up to date curriculum vitae
- Details of current remuneration
- Names and contact details for three referees (referees will not be contacted until final interview stage).

Applications should be made online at [www.odgers.com/69241](http://www.odgers.com/69241). This is the preferred method of application.

Or, for a confidential discussion about the role, please contact:

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## EPCR – Marketing and Commercial Director

## Project Timeline

WEEK COMMENCING	ACTIVITY	WEEK
1 <sup>st</sup> October	<ul style="list-style-type: none"> <li>■ Authorisation form, sign off and project plan</li> <li>■ Briefing calls with Expo, Candidate brief agreed and creative brief produced</li> <li>■ Advert goes live on Odgers Berndtson <a href="#">website</a></li> <li>■ Initial identification of candidates</li> <li>■ Meetings at EPCR in Lausanne Fri 5<sup>th</sup> Oct</li> </ul>	1
8 <sup>th</sup> October	<ul style="list-style-type: none"> <li>■ Continued identification and initial approaches to target candidates and target 'sources'</li> <li>■ First progress update report</li> </ul>	2
22 <sup>nd</sup> October	<ul style="list-style-type: none"> <li>■ Identification and approaches of candidates continues</li> <li>■ Second progress update report &amp; update call</li> </ul>	3
29 <sup>th</sup> October	<ul style="list-style-type: none"> <li>■ Approaches to candidates continues</li> <li>■ Initial candidate interviews with Odgers</li> <li>■ Third progress update report</li> <li>■ Update call with EPCR to discuss thoughts on candidates</li> </ul>	4
5 <sup>th</sup> November	<ul style="list-style-type: none"> <li>■ Odgers interviews continue</li> <li>■ Longlist call – agree final candidates for Odgers interview ahead of Shortlist</li> </ul>	5
12 <sup>th</sup> November	<ul style="list-style-type: none"> <li>■ Soft referencing and reputation checks</li> <li>■ Odgers final candidate interviews</li> <li>■ Shortlist of candidates presented to EPCR (meeting/call) Psychometric Assessment to be discussed</li> </ul>	6
19 <sup>th</sup> November	<ul style="list-style-type: none"> <li>■ EPCR first stage interviews (location TBC)</li> <li>■ EPCR and Odgers feedback call at the end of the week</li> </ul>	7
26 <sup>th</sup> November	<ul style="list-style-type: none"> <li>■ EPCR second stage interviews with ExCo (location TBC)</li> <li>■ Psychometric Assessments to be completed / discussed if required EPCR and Odgers feedback call at the end of the week</li> <li>■ Offer and contract negotiation, agree start date</li> <li>■ Formal referencing, Qualification checks</li> </ul>	8





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