



Role Description - Project Manager Marketing

Location: IBU Office, Anif near Salzburg

Reports to: Secretary-General

Start Date: as soon as possible

Position Status: Full Time

The International Biathlon Union

The International Biathlon Union (IBU) is recognised by the International Olympic Committee (IOC), as the international governing body for the Olympic sport of biathlon. Headquartered in Anif near Salzburg, the IBU is a non-profit organisation registered in Austria that regulates the sport and oversees the competition organisation world-wide. In cooperation with its 63 member national federations, the IBU uses competitions, events, programmes and other activities to promote and develop participation in Biathlon throughout the world.

For more information, please visit www.biathlonworld.com.

Role Purpose

One of the main responsibilities of the International Biathlon Union is to govern the sport of Biathlon. This includes the responsibility to guide the Biathlon Family towards its future goals. In its [Strategic Plan Target 2030](#), the IBU has defined “Ensuring that the interest in and commercial value of biathlon grow – double the income for the IBU” as a main objective for 2030.

To ensure the effective execution of marketing-related initiatives under the Strategic Plan, the IBU is establishing a new position focused on project management with a strong emphasis on marketing expertise. This role is essential to achieving the organization’s strategic objectives by driving efficiency, fostering collaboration among stakeholders, and providing dedicated support to the Secretary-General.

We are looking for a highly skilled Project Manager with marketing expertise to lead and support the organization’s marketing projects as part of its Target 2030 strategy.

This role involves managing complex projects with precision while leveraging marketing knowledge to design and execute impactful campaigns and initiatives under the direction of the Secretary-General (SG). Working across diverse teams—including internal departments, media partners, sponsors, and national federations—you will play a central role in delivering world-class marketing outcomes aligned with IBU’s strategic goal to increase engagement and the reach of the sport.

This full-time position is at the manager level and requires an individual with proven project management skills and a solid foundation in marketing.

Key responsibilities

Support the Secretary-General in managing cross-departmental projects, prioritizing tasks, and ensuring efficient workflows.

Apply project management methodologies to plan, execute, and oversee cross-departmental projects and ensure follow-up and implementation within the biathlon family (such as National Federations and Organising Committees)

Working closely with the SG to design and coordinate marketing projects, ensuring timely and high-quality delivery.

Coordinate collaboration between internal teams and external stakeholders such as sponsors, partners, and media representatives.

Work with data analyst and implement analysis to inform marketing strategies and campaign development.

Drive integrated strategic marketing campaigns and track project progress, manage budgets and report on key performance metrics.

Manage event-specific projects (e.g. IBU Partner Summit) and promotions

Partnership and programme activation (such as Biathlon 4 All)

Qualification, skills and Experience

To support the existing team, candidates need to meet the following criteria:

- Be legally allowed to work in the EU
- Have a solid academic background to Bachelor's degree level; preferably in project management, sports marketing, business or a similar relevant study.
- Experience: 5-8 years of project management experience, preferably with a marketing focus and/or sports background
- Demonstrated success in managing marketing projects, campaigns, or events.
- Exceptional organizational and project management capabilities, including planning, execution, and problem-solving.
- Strong marketing acumen with the ability to develop and oversee campaigns.
- Skilled at stakeholder management and maintaining positive relationships with sponsors, partners, and teams.
- Proficiency in analysing data to measure project success and inform decisions.

- Strong presentation skills and proficiency in designing presentations for stakeholder meetings.
- Language Skills: Fluency in English (written and spoken); German language skills are an advantage.
- Other Competencies:
 - Excellent communication and interpersonal skills essential for cross department teamwork.
 - Ability to manage multiple priorities under tight deadlines.
 - Proficiency in project management tools and software (e.g., Microsoft Project, Trello, or similar).

Terms and conditions

Full terms and conditions will be set out in a contract however the key features are as follows:

Remuneration: A gross monthly salary that is orientated on the Austrian Collective Agreement for Trade (Österreichischer Kollektivvertrag für Handel), paid 14 times per year. The actual salary will reflect the successful candidate's qualifications and work experience. As agreed, based on experience and skills.

Travel: Travel will be required during season and off-season.

Working location: IBU headquarters in Anif near Salzburg, home office rules apply

Working hours: 38.5 hours/week

Notice period: One month after a trial period

Please send your CV including relevant work experience and a brief personal summary including your motivation to join the biathlon family (not more than 1000 characters) until 11 December to jobs@ibu.at