

# SPONSORSHIP ACTIVATION MANAGER



The world faces energy challenges that are becoming more complex every day. Shell is an active partner in Motorsport for more than 100 years. Our products getting developed, tested and used by the most and best teams in the world. Our relationship with the Scuderia Ferrari is a long lasting, very strong and successful partnership. We are looking for people who share our passion for taking challenges into opportunities, innovative thinking and a commitment to properly manage risks.

Have you ever dreamt of working with 2 iconic brands in one of the most exciting environments? Then this opportunity might just be what you have been looking for.

## **JOB DESCRIPTION**

As the Sponsorship Activation Manager with Shell's Sponsorship team you will be working on one of the most iconic and long-standing partnerships in Motorsport with Ferrari.

### **What's the role?**

You will be directly working on the activation of the Innovation Partnership with Ferrari spanning across a wide variety of channels, including PR, digital and hospitality. As the focal point for Shell businesses and markets globally your key task will be in advising and delivering the activations with a multitude of stakeholders (brands, local markets, agencies) as well as ensuring that all activation rights are leveraged throughout the year. This job will require strong relationship and negotiation skills to maximize the ROI of the partnership.

## **REQUIREMENTS**

### **What we need from you**

Getting the right person is our priority.

- You have authenticity: you're honest and open and genuinely curious about others' perspectives.
- You embrace diversity; you've shown you can foster an environment where men and women work together to maximize customer satisfaction and stakeholder commitment.
- You are able to plan and deliver our ambitious strategy together with your team & the agencies
- You know how to cultivate strong working relationships whether that's with external suppliers or internal colleagues

We're open minded about your background but, as a guide, your CV needs to include as many of the following as possible:

- Experience in sports marketing
- Strong relationship manager. Delivering through and working effectively together with your team & the agencies is self-evident
- Experience in cross-cultural communication & working in a multicultural team
- Project management experience
- Capability of managing multiple projects simultaneously
- Fluent in English



## **COMPANY DESCRIPTION**

Shell is a company with shared values. Honesty, integrity, and respect aren't simply a strapline: they are a part of everything we do. What's more, Shell is an equal opportunities company, and we place the highest possible value on the diversity of our people and our inclusive approach.

Join us and you'll belong to a world where you can feel pride in your achievements and propel your career with global opportunities

### **Shell in Motorsport**

Shell is one of the longest-standing brands in motorsport (since 1905) and motorsport is a key lever in driving innovation and technology in road car products, as well as providing a platform to market Shell's premium fuels and lubricants.

### **Shell with Ferrari**

Shell's partnership with Ferrari began in 1928 when it provided Enzo Ferrari with fuels and lubricants for his Alfa Romeo racing team. We provided the first fill of fuels and lubricants to the first Ferrari GT car that left the factory in 1947 and are exclusive first fill partner to this day.

Ferrari races with a specially formulated Shell V-Power race fuel and Shell Helix race lubricant.

## **Our values**

### **Women's perspective**

We care deeply about fostering a truly diverse workplace. We believe in doing everything we can to make Shell as flexible, appealing and supportive a place for women to work as possible. And we've retained our title as a top employer for women in the Times again in 2016.

We help with things like our formal (and informal) flexible working. Like our global and transparent pay policies backed by leadership team fully supportive of our diversity ambitions. And we'll help foster your career through our Women's Career Development programme and our extensive Women's Network.

### **People with an impairment**

At Shell, we're all about top talent. End of story. We want to encourage those of you who may face an impairment to regard Shell as a place where you'll be fully supported to grow and develop your career. It's as simple as that.

If you'd like to apply, just let us know about your circumstances. We can support you throughout the process. From application, to interview, to your first day of a rewarding career with us.

Interested? Please send your application by e-mail in English to Manuela Studer, HR manager:  
[BewerbenSwitzerland@shell.com](mailto:BewerbenSwitzerland@shell.com)