

World ParaVolley POSITION DESCRIPTION



Position Title:	Marketing Director
Method of Appointment:	Elected by the General Assembly held two years after the Paralympic Games
Period of Office:	Four (4) years
Responsible to:	The President and Board
Date Updated:	July 2026

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Organisation statement:

World ParaVolley is the international federation that governs and promotes para volleyball for people with physical disabilities and is a member of the International Paralympic Committee (IPC). World ParaVolley is recognised by IPC as the sole International Federation with worldwide responsibility for volleyball for athletes with a physical impairment. World ParaVolley's Mission is to lead, develop, and grow para volleyball disciplines for people with physical disabilities, while promoting inclusion between athletes with and without disabilities — from grassroots to elite levels — by providing a safe, accessible, and fair sport environment.

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Description of Position:

The Marketing Director provides leadership and delivers measurable outcomes in the marketing, promotion, and commercialisation of World ParaVolley, its strategic plan, and its two core products – the disciplines of Indoor Sitting Volleyball and Beach ParaVolley Standing – across all activities, with a focus on growing audiences, partnerships, sponsorship and other revenue. A central objective of the role is to build a self-funding marketing function, in which the commercial revenue it generates is re-invested to finance and grow World ParaVolley's marketing activity and further develop our products. The role leads and supports the Marketing and Communications Commission and associated Committees. Additionally, the Marketing Director contributes to the strategic and revenue planning of the organisation, owns and protects the World ParaVolley brand and its commercial rights, and ensures the brand is applied consistently across all activities, events, and disciplines.

Reporting and Working Relationships:

The Marketing Director reports to the Board of Directors, the President, and the Vice President. The Marketing Director works co-operatively with the Communications Manager, the Marketing and Communications Commission, the Sport Director, the General Manager, Committee personnel, and the organisers of World ParaVolley events. The Marketing Director works closely with the four zonal Marketing Directors.

The Marketing Director is responsible for the Marketing and Communications Commission. The Marketing Director works with the Communications Manager, who leads communications and media relations, and across the other functions of World ParaVolley – including the Development, Sport, and Medical Departments – on the presentation and promotion of Indoor Sitting Volleyball

and Beach ParaVolley Standing, so that marketing, communications, and competition delivery are aligned.

Duties and Responsibilities:

Ensuring the provision of appropriate marketing and promotion activities by:

1. Liaising with Marketing and Communications Commission personnel for planning purposes.
2. Providing advice on marketing and promotion matters to the Board of Directors.
3. Organising and ensuring the delivery of marketing activities on time and within budget and generating the marketing budget through commercial and sponsorship revenue so that the function progressively becomes self-funding.
4. Seeking relevant legal advice as required.
5. Developing, owning, and delivering an integrated marketing and commercial strategy for World ParaVolley's two products – Indoor Sitting Volleyball and Beach ParaVolley Standing – to grow their profile, audiences, and value across all Zones.
6. Building and growing World ParaVolley's digital, social media, broadcast and streaming, and content presence to promote the sports, engage fans and athletes, and create commercial inventory.
7. Setting, monitoring and reporting against measurable marketing and revenue targets – including sponsorship income, audience reach and brand growth – aligned to World ParaVolley's strategic and revenue plans.
8. Working closely with the other functions of World ParaVolley – including the Development, Sport, and Medical Departments – to build marketing exposure for the sports and to ensure that branding, communication, and messaging are consistent throughout the organisation.
9. Identifying and following up on sponsorship opportunities by liaising with the Board and the relevant Commissions and Committees.
10. Leading the development and packaging of World ParaVolley's commercial rights – including event, digital, broadcast, and naming rights – for sponsorship and partnership.

Contributing to the strategic planning and direction of World ParaVolley by:

1. Participating in discussion and planning with relevant stakeholders.
2. Assisting with monitoring the progressive achievement of the targets and outcomes.
3. Assisting in Board decision-making.

Supporting and advising the Board by updating them on the activities of the Marketing and Communications Commission.

Ensuring proper processes are followed by complying with the constitution and policies established for the conduct of World ParaVolley activities.

Ensuring that all sponsors, partners, and commercial activities are consistent with the values of the Paralympic Movement and the International Paralympic Committee, and that appropriate due diligence and conflict-of-interest checks are undertaken before agreements are concluded.

Undertaking any other reasonable duties as requested by the Board of Directors.

Skills and Knowledge:

Essential:

1. The ability to provide leadership to the Marketing and Communications Commission of World ParaVolley, including the recruitment, induction, and support of the members.
2. The ability to identify and secure sponsorship funding for World ParaVolley activities and events.
3. The ability to work co-operatively with external providers and government and non-government sponsors.
4. An ability to liaise with World ParaVolley local organising committees at events to ensure that Marketing rules, regulations, and standards are implemented.
5. The ability to work co-operatively with other Board members to plan and develop World ParaVolley as an international sport organisation.
6. Sound organisational, time management, and administrative skills.
7. Efficient and effective communication skills based on a consultative approach.
8. A thorough understanding of the Constitution, structure, processes, policies, and procedures of World ParaVolley.
9. A respect, understanding, and appreciation of the cultural diversity within the World ParaVolley community.
10. Commercial acumen, including the ability to value, negotiate, and manage sponsorship, partnership, broadcast, and licensing agreements.
11. The ability to develop a self-funding commercial model in which marketing revenue is reinvested to grow the sports.
12. Digital, social media, and content marketing capability, including the use of audience and performance data.
13. Brand management and an understanding of protecting intellectual property and commercial rights.
14. The ability to commission and manage external agencies and professional service providers.
15. Strong verbal and written competence of the English language is required for this position.

Desirable:

1. An understanding of all aspects and disciplines of the sport of ParaVolley at the sub-zone, zone, and international levels.
2. A comprehensive and detailed working knowledge of information technology.
3. A knowledge of the industry standard for the regional and worldwide presentation and promotion of major sporting events.

Experience:

1. Experience in the field of marketing and working within a team environment.
2. Experience in liaising with sponsors, service providers, and governmental bodies, and in managing expectations to provide appropriate "return" for investment.
3. Experience in sponsorship, grant submission, and report writing.