



221 HENDERSON ROAD
#01-02 HENDERSON BUILDING
SINGAPORE 159557
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ANYTHING IS POSSIBLE®
www.ironman.com

The IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, the IRONMAN® Virtual Racing™ (VR™) Series, 5150™ Triathlon Series, the Rock 'n' Roll Marathon Series®, the Rock 'n' Roll Virtual Running™ Series, IRONKIDS®, ITU World Triathlon Series, premier running events including the Standard Chartered Singapore Marathon™ and The Sun-Herald City2Surf® presented by Westpac, Ultra-Trail® World Tour events including Tarawera Ultra and Ultra-Trail Australia™, mountain bike races including the Absa Cape Epic®, road cycling events, and other multisport races. The IRONMAN Group is the largest operator of mass participation sports in the world and provides more than a million participants annually the benefits of endurance sports through the company's vast offerings. Since the inception of the iconic IRONMAN® brand and its first event in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines around the world. Beginning as a single race, The IRONMAN Group has grown to become a global sensation with hundreds of events across 55+ countries. The IRONMAN Group is owned by Advance, a private, family-owned business.

Job Title: Director, Marketing, Asia

Reporting to: Managing Director, Asia & Chief Marketing Officer of The IRONMAN Group

Location: Singapore

Director, Marketing, Asia

The Director, Marketing, Asia role is dynamic and critical role to provide the structure, planning and leadership to the Marketing Department and the Asia Headquarters by ensuring that the appropriate thought leadership, strategies, structures, systems, competencies, and values are developed to meet and exceed the goals of The IRONMAN Group Asia's business.

Key Responsibilities include:

- Assume overall responsibility in development of athlete marketing plan for Asia and its portfolio of events, including and not limited to Singapore, Philippines, and Malaysia.
- Assume overall responsibility in strategic planning, forecasting and control of registration revenue and marketing budget for Asia and its portfolio of events.
- Deliver race registration athlete counts, revenue and budget for owned events and support licensees.
- Deliver all business objectives and KPIs for Asia and its portfolio of events e.g., Standard Chartered Singapore Marathon and its full grant funding.
- Drive global and local Athlete Development initiatives, with particular focus on driving first time athletes across each of our sports.
- Develop and manage marketing strategies for all portfolios under The IRONMAN Group.
- Oversee the PR strategy of the company to maximise positive coverage and reach objectives.



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- Develop and manage Singapore Marathon brand internationally, including its virtual program.
- Ensure the delivery of event marketing plans according to timelines agreed internally and with clients/partners.
- Ensure corporate identity is maintained consistently in all media and outgoing written communications.
- Manage the marketing team's productions, event marketing collateral and online projects, including event website(s) and branding across various mediums.
- Attend external meetings with clients/partners and oversee to ensure that client/partner objectives are fulfilled.
- Work with Operations, Commercial and Finance teams to ensure that the events fulfil marketing objectives, and the strategies reflect client/sponsor values and priorities.
- Ensure that Marketing Team's post-event and other reports are prepared in accordance with deadlines.

Accountabilities & Functions

- Event Marketing Budget
- Event Marketing Strategy and Development of a 360-marketing plan
- Brand Marketing Strategy and Development of a 360-marketing plan
- CRM and Loyalty
- PR and Communication Strategy and Partnerships
- Crisis Communication Development
- Content Strategy and Development
- Platform Maintenance and Development
- Influencer Management
- Athlete Development Programme
- Community Engagement Initiatives
- Marketing Consultation and Support to Licensed Partners
- Data Analysis and Reporting
- Relationship Management with Government Stakeholders and Key Sponsors
- Broadcast and Live Streaming of Event
- Event Brand Experience, Activations and Programming
- Event Hospitality and VIP Protocol
- Registration Revenue and Pricing Strategy

Qualifications & Attributes

- University Degree in Marketing and Communications
- At least 5 – 7 years of related experience at a senior level
- Creative and resourceful with outstanding presentation skills
- Exceptional interpersonal and influencing skills
- Ability to be proactive in managing relationships with clients
- Professional attitude towards work, business, and appearance
- Excellent attention to details and highly organized with good time management skills



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- Ability to work under pressure and meet deadlines
- Enthusiastic and motivated with ability to multi-task
- Strong working knowledge of Microsoft Office packages
- Excellent management and delegation skills, having led and developed a team
- Commercial understanding of budgeting and costs for projects
- Experience in mass sports event and regional exposure will be an advantage

Interested Singaporean/Singapore PR applicants please send your CVs to singaporehr@ironman.com, stating your expected salary and your notice period and/or date of availability.

We apologise that only shortlisted candidates will be contacted.