2025, the largest international multisport event after the Olympic and Paralympic Games, the FISU World University Games, will take place in the Rhine-Ruhr region. With more than ten million inhabitants and a unique combination of sports, business, culture and science, the Rhine-Ruhr region is one of the most exciting and dynamic regions in Germany. For reasons of sustainability alone, the FISU World University Games 2025 will be held decentrally in Bochum, Duisburg, Düsseldorf, Essen and Mülheim a. d. Ruhr with around 10,000 participants.

We want to create a milestone for a creative, innovative and sustainable sports event for the benefit of sports and society. If you are familiar with the opportunities and risks of large sporting events and know the processes required for planning, organizing, implementing and handling complex large-scale events; if you move confidently in different environments, enjoy working with a young, educated and dynamic target group and love great challenges, then apply as soon as possible as

**Brand, Identity and Look Manager (f/m/d)**

of the Local Organizing Committee

of the Rhine-Ruhr 2025 FISU World University Games.

Full time / temporary

**You can expect:**

Brand, Identity and Look (BIL) will develop and implement a powerful brand, image and look strategy to position the Rhine-Ruhr 2025 World University Games as a world-class sport event. The BIL team’s mission will be to create and deliver a brand identity system that provides all components to ensure a unified representation of the event. It is also responsible for the development and the application of the Look of the Games. While initially the focus will be on the development and communication of the brand, the
application of the brand in the FISU World University Games context will play a more important role as we approach the event (in venue, associated programmes, host cities, commercial partners).

The BIL team will need to excel in the following areas:

- brand strategy and direction (overseeing the creative direction and structuring of the brand to work effectively for all stakeholders)
- brand management (creating the tools and managing relationships that allow all stakeholders that use the brand to do so effectively)
- design management (rolling out the brand including managing internal and external creative design capability, artworking and print management)
- production and programme management (managing the delivery of the BIL programme through effective programme management, procurement, production, logistics, installation and decommissioning)

Core responsibilities will be to support the creation and delivery of a brand identity system that ensures a unified representation of the event. This will include the following elements:

- core brand identity concept and Games theme
- the Rhine-Ruhr 2025 Logo, colour palette and typography
- Additional key brand assets such as mascot, motto and pictograms

The BIL manager is going to work closely with the internal and external Games stakeholders. For this purpose, the BIL manager will support the development of guidelines (mostly in English) that ensure the correct usage of the brand and safeguarding the integrity of its elements. The BIL manager will work in close consultation with the Chief Operating Officer and will also provide support including the following areas:

- translating the brand identity into a successful sponsorship platform
- creating “on brand” activations of the Rhine-Ruhr 2025 brand
- developing licensing ideas to promote the brand and to generate revenues
- advancing the communications strategy including "out of the box" promotions and campaigns

We expect:

- Completed studies in the field of marketing, communication or graphic design or a comparable qualification
- Experience in the field of Brand Management and preferably strategic brand co-operations
- Strong creativity, communication and presentation skills
- Experience in the development and implementation of brand strategies
- Strong conceptual, organizational and communication skills with an independent, structured and solution-oriented approach to work
- Passion for storytelling and a flair for exciting, target group-oriented content
- High level of motivation, innovative spirit, commitment and enthusiasm for sports
- Confident handling of MS Office, other communication tools as well as common graphics programs
- Excellent command of German and English (written and spoken)
Please send your detailed application with your salary requirements and the usual documents documenting your career to date **exclusively in digital form by e-mail** (maximum file size 5 MB), stating your earliest possible starting date and the subject "Brand, Identity and Look Manager" by no later than **10.04.2022** (documents received):

**Rhine-Ruhr 2025 FISU Games gGmbH**  
Stefan Kürten  
Theodorstr. 105,  
40472 Düsseldorf  
Email: application@rhineruhr2025.com

The implementing company strives to specifically promote women for management positions. Therefore, women are strongly encouraged to apply.

Please note that threats to confidentiality and unauthorized access by third parties cannot be ruled out when communicating via unencrypted e-mail.

If you have any technical questions, please contact the Managing Director of Rhine-Ruhr 2025 FISU Games gGmbH, Mr. Stefan Kürten at application@rhineruhr2025.com.