



Confédération
Européenne de
Volleyball

JOB ADVERT



jobs@cev.eu

www.cev.eu

Job Title: Sales Manager

location: Luxembourg

Reports To: Managing Director

Department: Marketing

Contract Type: Full-time, Permanent

Start Date: As soon as possible

About CEV

The European Volleyball Confederation (CEV) is the official governing body for Volleyball and Beach Volleyball in Europe. With 56 National Federations and a growing global fanbase, CEV is committed to delivering world-class events such as the CEV Champions League Volley, EuroVolley, and the CEV EuroBeachVolley.

The Role

We are looking for a Sales Manager, Sponsorships to drive B2B revenue growth and build long-term partnerships with leading brands across the globe and Europe. This is a senior commercial role with direct impact on CEV's commercial strategy and future growth, where you will also be responsible for building, leading, and scaling a high-performing sales team to deliver sustained success.

You will own CEV's sponsorship sales strategy and delivery: building the pipeline, leading premium pitches, closing multi-year deals, and shaping category and pricing architecture. You will work in the Marketing Department and you will collaborate closely with Digital, Events/Operations, Legal, and Finance to create activation-ready partnerships that deliver measurable ROI - and you will build a high-performing sales team and agency network.



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Key Responsibilities

- Own the sponsorship sales strategy and deliver ambitious revenue growth (new business, renewals, upsell).
- Build and maintain senior-level pipelines with brands and agencies; lead C-level pitches and complex negotiations.
- Design insight-driven propositions across content, digital, data, hospitality, and CSR.
- Develop category strategy and pricing architecture, informed by market intelligence.
- Manage term sheets, exclusivities, KPIs, and deal governance with Legal and Finance.
- Oversee sponsorship budget planning, forecasting, and board-level reporting.
- Recruit, coach, and scale a high-performing sales team.
- Install CRM discipline and a performance culture.
- Ensure premium deliverables and on-site rights in collaboration with the Events Department.
- Lead cross-functional alignment with Marketing, Digital, and Events for seamless activation.
- Represent CEV at key industry events and partner forums, strengthening CEV's market presence.
- Hand over closed deals for best-in-class activation; support renewals via performance reviews.

Qualifications & Experience

- 5–8+ years' sponsorship/commercial sales experience in sport or entertainment, with a proven record of securing six- and seven-figure, multi-year deals.
- Strong network across global and European brands as well as sponsorship agencies.
- Expert negotiator with experience in rights packaging, valuation, and exclusivity management.
- Proven ability to design and deliver long-term commercial strategies, not just short-term sales.
- Experience in building and leading sales teams: recruiting, coaching, setting KPIs, and driving performance culture.
- Strong knowledge of sports media, digital trends, fan engagement, and emerging sponsorship models (e.g. CSR, sustainability, data-driven activations).
- Experience in setting up and using LinkedIn Sales Navigator.



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- Data-driven storyteller, confident with ROI models, valuation tools, and executive-level presentations.
- Event-led selling experience (experiential, hospitality, B2B2C).
- Financial acumen with budgeting, forecasting, and P&L responsibility.
- Experience working with multinational corporations and managing cross-border negotiations.
- Fluent in English; additional European languages are an asset.
- Proficiency with CRM (In-Crowd) and MS Office (Excel/PowerPoint).
- Resilient, adaptable, and results-driven, with the ability to thrive in a fast-paced, event-driven environment.
- Willingness to travel extensively and adapt to event schedules (including evenings/weekends).

Why Join Us?

- Lead the commercial growth of Europe's flagship Volleyball properties — from CEV Champions League Volley to EuroVolley.
- Drive partnership with global and European brands in one of the world's fastest-growing sports industries.
- Work in an ambitious, international sport confederation with strong momentum and visibility across Europe and worldwide media platforms.
- Play a crucial role by shaping the future of the Volleyball commercial model and long-term growth.
- Join a forward-looking organisation investing in digital innovation, fan engagement, and sustainability.
- Benefit from competitive compensation package and the tools to succeed.
- Thrive in collaborative, impact-driven culture where your work directly shapes outcomes and long-term partnerships, leaving a legacy for European Volleyball.

Ready to Make an Impact?

Send your *CV and a motivation letter (+optional: portfolio/case studies) to jobs@cev.eu with the following subject line: *"Sales Manager – Application"*.

Please include your earliest start date and (if applicable) work permit status.

Deadline for application 19.09.2025

**Please save your documents as follows: Last name-first name-CV and Last name-first name-ML.*