



Fan Data & Marketing Automation Specialist

(Freelance, Remote)

COMPANY BACKGROUND

FIBA, with global headquarters in Mies, Switzerland, is the world governing body of basketball and an independent association formed by 213 National Basketball Federations throughout the world.

FIBA has a truly global reach with five Regional Offices worldwide to support National Federations in their efforts to develop Basketball on the ground. FIBA is a non-profit organisation and recognised as the ultimate authority in basketball by the International Olympic Committee (IOC).

Are you passionate about data-driven marketing and fan engagement? FIBA, the world's governing body for basketball, is seeking a **Fan Data & Marketing Automation Specialist** to help activate and grow our global fan base. This is a unique opportunity to play a key role in transforming how FIBA connects with fans worldwide, using data to power meaningful experiences across our competitions and digital platforms.

ABOUT THE ROLE

FIBA is looking for a freelance **Fan Data & Marketing Automation Specialist** to manage and activate its Customer Data Platform (CDP).

This role is primarily focused on campaign development, execution, audience segmentation, activation, and day-to-day platform management, ensuring that fan data is effectively used to drive engagement, ticket sales, and digital growth.

The platform architecture and setup will be supported by external experts. This role is about making the platform work in practice, not building it from scratch.

Role positioning:

- 70% execution (campaigns, segmentation, operations)
- 30% strategic thinking (optimization, insights, use cases)

This is not a technical CDP architect role — it is a marketing-driven data activation role

KEY RESPONSIBILITIES

CDP operations & maintenance

- Manage the CDP platform on a daily basis
- Maintain a clean, structured, and reliable data environment
- Ensure data quality, segmentation accuracy, and proper organization

Data management & compliance

- Connect and monitor existing data sources (ticketing, digital platforms, partners)
- Manually import new data sources when required
- Execute and manage data enrichment initiatives
- Ensure proper handling of fan profiles, consent, and data privacy requirements

Segmentation & audience activation

- Create and maintain audience segments based on fan behaviour and profiles
- Optimize targeting strategies to improve engagement and performance

**Campaign execution (core focus)**

- Create and manage automated campaigns and fan journeys (email / WhatsApp) for flagship events
- Execute manual campaigns based on requests from internal stakeholders
- Support ticket sales marketing initiatives and event-driven campaigns
- Contribute to social media activation strategies

Content & templates

- Coordinate the creation of premium email templates
- Ensure consistency, quality, and performance across campaigns

Reporting & performance tracking

- Build and maintain campaign and audience performance dashboards
- Monitor KPIs (engagement, conversion, fan growth)
- Provide insights and optimization recommendations

Collaboration

- Work closely with Digital, Marketing, Media, FIBA PMO, and Ticketing teams, as well as other stakeholders when needed
- Create schedule and manage needs and campaign frequency amongst different FIBA departments
- Proactively support stakeholders in the design and implementation of automated campaigns and fan journeys
- Act as a key point of contact to translate marketing needs into effective CDP activation
- Collaborate with external CDP experts to continuously improve the setup
- Support the integration of the CDP with websites and apps

PROFILE & EXPERIENCE**Required experience (must-have)**

- Minimum 5 years of experience in marketing automation, CRM, lifecycle marketing, or data-driven marketing roles
- Proven hands-on experience managing email and/or multi-channel campaigns
- Strong experience in audience segmentation and campaign execution
- Experience working with GDPR and data privacy regulations (mandatory)
- Strong Experience working with AI tools to speed up processes and increase quality.

Mandatory skills

- Proven hands-on experience managing and activating a Customer Data Platform (e.g. Imagino, Segment, Actito, Salesforce CDP), including data integration, segmentation, and multi-channel campaign execution.
- Basic understanding of data integrations (APIs, connectors, data imports)
- Experience with WhatsApp or multi-channel campaigns (email, SMS, push, etc.)

Core competencies

- Strong understanding of data-driven marketing and audience targeting
- Ability to translate business needs into actionable campaign strategies and journeys
- Comfortable working with structured data and marketing tools

Languages

- Fluent in English (mandatory)
- Proficiency in French and/or Spanish is a plus



EDUCATION

- Bachelor's or Master's degree in Marketing, Digital, Business, Data, or a related field
- Certifications in marketing automation / CRM / data tools are a plus

STRONG BONUS

- Knowledge of basketball and/or the sports industry
- Experience working in international or multi-market environments
- Familiarity with fan engagement ecosystems (ticketing, media, digital platforms)

SOFT SKILLS

- Hands-on and execution-focused mindset
- Ability to work autonomously and prioritize effectively
- Strong organizational and coordination skills
- Business-oriented mindset with focus on performance and results
- Comfortable working across multiple teams and stakeholders

WHAT WE OFFER

- **Freelance, Remote Work:** Enjoy the flexibility of remote work while being part of a global organization.
- **Opportunity to Impact Global Basketball:** Your work will contribute to FIBA's overall mission to promote and develop the sport of Basketball.

START DATE: ASAP/to be discussed

Interested? Please fill in this form to apply <https://forms.cloud.microsoft/e/mp6Es433PY>

We will only consider and reply to the candidates who correspond to the profile.

The Federation Internationale de Basketball, Chemin de la FIBA, 5, PO Box 29, 1295 Mies, Switzerland ("FIBA") is aware that you care about how your personal information is used and shared and appreciates your trust that FIBA will do so carefully and sensibly.

If you need more information about FIBA's policy towards Personal Data, please refer to our Data Protection Notice on <http://www.fiba.basketball/en/privacy>

If you need more information or have any question related to Personal Data or Privacy Policy, please contact us by email: privacy@fiba.basketball .