

EVENT ACTIVATION STAFF WEEKEND WORK

ABOUT CYCLING IRELAND

Cycling Ireland is the National Governing Body for cycling across the island of Ireland.

Cycling Ireland is recognised by Sport Ireland, Sport Northern Ireland and the Union Cycliste Internationale (UCI). Cycling has been identified by Government as one of three priority sports within the National Sports Policy 2018 – 2027 thanks to its many health, social and environmental benefits.

Cycling Ireland sanctions 1,100 events per annum and facilitates almost a quarter of a million event entries. Our network of 500 clubs caters for 25,000 members of all ages and abilities covering road, off-road, bmx, paracycling and leisure pursuits.

EVENT ACTIVATION STAFF ROLE

Event activation staff will be responsible for branding, sponsorship activation and ensuring consistent look and feel of Cycling Ireland National Championships, National Series and other major events across all disciplines.

Due to the nature of the events includes successful candidates will be required to work weekends throughout the cycling season.

RESPONSIBILITIES

Branding & Event Delivery

- Manage event branding on behalf of Cycling Ireland – adhering to branding guidelines for Cycling Ireland major events.
- Manage all aspect of sponsor activation on the ground, including but not limited to activation rights, signage, competitions, sampling, hospitality and special events.
- Assist event promoters with providing a safe and enjoyable experience for participants and spectators.

- Assist with the management of TV, Photography, Videography and Media activity as required.

General Duties

- Act as an ambassador for Cycling Ireland and represent the organisation on appropriate occasions.
- Develop positive working relationships with event promoters, host clubs and volunteers in order to raise the standard and quality of events.
- Production of reports from major events and contribute to a process of continuous improvement.
- Other tasks and duties as assigned by the Events and/or Marketing Department.

REQUIREMENTS

- Available to work weekends between March and October
- Full clean driving licence
- Access to suitable own vehicle

An agreed daily rate will be provided.

APPLICATIONS

A CV and cover letter should be sent to scott.graham@cyclingireland.ie. The closing date is 18th February 2022.