

Director of Events World Sailing

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ODGERS BERNDTSON

About World Sailing

World Sailing is the world governing body for the sport of sailing, officially recognised by the International Olympic Committee (IOC). The principle members of World Sailing are the 147 'Member National Authorities' (MNAs) and the 113 'Class Associations'.

The world governing body for the sport of sailing was created in Paris in October 1907. It was initially called the International Yacht Racing Union (IYRU) before the name was changed to the International Sailing Federation (ISAF) on 5 August 1996 and later to World Sailing in 2015. Sailing has a long history in the Olympic Games.

The sport made its debut in 1900; with the exception of 1904, it has appeared at every Olympic Games since then. The sport's name was changed from 'Yachting' to 'Sailing' at the Sydney 2000 Games. Olympic Sailing features a variety of craft, from dinghies and keelboats to windsurfing boards. The programme at Tokyo 2020 will include two events for both men and women, three for men only, two for women only and one for mixed crews.



About World Sailing

Over the last three years, there have been several positive changes and developments:

- World Sailing's five-year strategy 2018–2022 was approved at the 2018 Mid-Year Meeting in London.
- Relocating the office from Southampton to new contemporary headquarters in central London and restructuring and refreshing 70% of the staff.
- Developing a commercial strategy for World Sailing to reduce its reliance on IOC funding.
- Developing the World Sailing Sustainability Strategy, establishing a Sustainability Commission of global experts and the development of the World Sailing Sustainability Agenda 2030 which was launched in November 2017. Agenda 2030 sets out a bold ambition for sailing's contribution to global sustainability and fully supports 12 of the 17 UN Sustainable Development Goals. Agenda 2030 has been formally endorsed by UN Environment and UN Climate Change. World Sailing was the first International Federation to achieve ISO201201 and is recognised by the IOC as the leading Olympic sport in sustainability.
- Launching the World Sailing eSailing World Championships in 2018, an eSports proposition for the sport. The platform has over 1 million registered players and has positioned Sailing at the forefront of sport simulation eSports within the Olympic movement. Over 169,000 eSailors from 74 nations participated in the first season of the eSailing World Championship, in 11 languages.
- Establishing the World Sailing Trust, a charitable foundation for the sport. The Foundation is focused on fundraising in 3 key areas (marine health, youth and access) to assist in the growth and development of the sport.



World Sailing Responsibilities

- The promotion of the sport internationally
- Managing sailing at the Olympic and Paralympic Games
- Developing the Racing Rules of Sailing and regulations for all sailing competitions
- The training of judges, umpires and other administrators
- The development of the sport around the world; and expanding the ENP program
- Representing the Member National Authorities, - sailors in all matters concerning the sport



The Vision

World Sailing has a clear and ambitious vision:

A world in which millions more people fall in love with sailing; inspired by the unique relationship between sport, technology and the forces of nature, we all work to protect the waters of the world.

The Mission

To make sailing more exciting and accessible for everyone to participate or watch and use our reach and influence to create a sustainable future for our sport and the waters of the world.



The Opportunity

The Director of Events will have responsibility for the leadership and management of the Events division, working closely across all other divisions of the Federation, and must also understand the importance of the promotion of the sport to people of all ages, backgrounds and abilities and the provision of opportunities for their engagement and development.

- To be a dynamic and inspirational leader with the ability to engage and develop lasting, positive relationships with the extended World Sailing family.
- To lead on strategic and operational planning and development of World Sailing events.
- To maintain and develop World Sailing's relationships with all external stakeholders (ASOIF, Sport Accord, IOC, other IFs and NGBs etc.) including members, sponsors, and the media.
- To act as a champion for World Sailing and the sport of sailing and seek opportunities to expand and promote the role of World Sailing, including the growth and promotion of the sport and the brand of World Sailing in all parts of the world.
- To support World Sailing Members in their initiatives to grow and promote the sport.
- To support the CEO in developing the commercial strategy for World Sailing, in particular in identifying new opportunities in addition to the core relationship with the IOC.
- To grow the World Sailing Championships as a brand in addition to developing existing and new World Sailing event properties.
- To collaborate with other World Sailing divisions to improve World Sailing's visibility and value in the wider sailing community and to identify and engage with new and existing potential partners and sponsors.
- To help grow the sport worldwide, developing continental qualification via a clearly structured framework.
- To more clearly define and simplify the racing calendar.
- To provide leadership to ensure the goals and priorities of World Sailing are met and reach the agreed key performance indicators, whilst ensuring that appropriate financial strategies are in place to facilitate this.
- To develop an efficient and effective Events team, ensuring resources are deployed appropriately and responsibilities are clearly defined.
- To be responsible for carrying out annual performance assessment and career development reviews of the Events team to ensure they are able to realise their potential.
- To help articulate a clearer career path for those entering the sport.
- To be responsible to the CEO for the annual budget and 4-year forecast planning, preparation, management and control.
- The above list of duties is indicative rather than exhaustive. The Director of Events will be expected to carry out all such additional duties as are reasonably commensurate with the role.

Location:

- London-based with extensive travel.



The Candidate

The Director of Events must have exceptional and broad qualities and skills to deliver outstanding results. Robustness and resilience must be complemented by diplomatic skills, enabling constructive relationships with members, sporting bodies, commercial partners, governments, and volunteers, nationally and internationally. The ability to motivate and inspire must be matched by a common touch. Above all, there must be passion and belief to deliver continued growth for World Sailing.

- A proven ability to thrive in a complex, international, multi-stakeholder environment, preferably within Olympic sports.
- A clear understanding of the breadth of the sport of sailing and its events, coupled with a pragmatic approach to the balance of ensuring excellence at the elite level and growing the participation in the sport globally.
- Ability to gain trust and immediate credibility in the world of sailing.
- A strong and inspirational manager and team leader, instilling a high-performance culture across the entire organisation.
- Hands-on leadership and ability to empower and develop staff. A strategic thinker and implementer.
- Ability to professionalise the organisation.
- Politically adept.
- Commercially and financially astute.
- A confident and articulate communicator and influencer with genuinely global impact and reach.
- A consensus builder but with the courage of one's own convictions.
- A track record of promoting and commercialising sport.
- Experience of strategic governance would be an advantage.
- Understanding of the Olympic ecosystem would be an advantage.
- Integrity and vision, allied to affinity and passion for the sport of sailing. Knowledge of sailing is a must.
- Calm but firm in terms of style and general demeanour.
- Fluent in English. Any additional language would be advantageous.



Search Process

Approach candidates

We will have an initial discussion with you over the phone to determine your interest and suitability for this role and discuss a little about your background and aspirations.

Interview candidates

Once your interest and suitability has been determined we will arrange for you to meet with the Partner leading this search.

Short listing

Having met with candidates who will differ on experience, ambition and background, we will put forward a number of candidates whom we feel most meet the criteria.

Meeting World Sailing

The Nominations Committee will meet the candidates on the shortlist. This will give you the opportunity to really understand the role, the company culture and their expectations of you. You will more than likely have multiple meetings with key stakeholders to get a feel for the business.

Due diligence

As you will appreciate, you will have conducted the relevant due diligence on World Sailing, and they will expect us to do the same for the candidates who they anticipate would really bring that 'something special' to the business.

Offer and acceptance

World Sailing puts together the offer which we convey to you. We will fully support you through your resignation period and beyond.

Ongoing communications

We like to maintain contact with all candidates from a search. If you have been successful in this activity we will meet with you after your first month to ensure that your expectations have been met. If you have not, we will ensure that you gain full feedback and we will maintain a relationship with you for the future.

Inclusion & Diversity

We aim to ensure that each and every stage of the search process is as inclusive as possible, and we work to support World Sailing in their own commitment to inclusivity.

Confidentiality

We guarantee that any approach we make to you and any discussions we have will be in the strictest confidence.



Candidate Charter

Talented people are our lifeblood

Whether we approach you about a specific opportunity, or you contact us to share your biography and career ambitions, we want you to have a constructive experience of engaging with Odgers Berndtson.

We recognise that we have a commitment to you as well as to our client, and we undertake that our dealings with you will be professional, courteous, rigorous and honest.

We will:

- Approach you after considered analysis and in relation to roles where we think there is a strong match. Your time is valuable; we don't want to waste it.
- Work to make your candidacy as strong as it can be.
- Represent you effectively and discreetly to our client, based on accurate information that you give us in confidence.
- Be inclusive, open and fair-minded.
- Keep you informed, communicating outcomes promptly, and giving fair and honest feedback where we can.
- Celebrate your success in the event of a successful outcome, and share any lessons in the event of disappointment.
- Take a long-term view, recognising that you have a multi-year view of your own career. Where possible, we will help you fulfil your ambitions.
- Embrace continuous improvement, for example by carrying out regular independent audits of those we shortlist for roles.

If ever you feel we have not lived up to the letter or spirit of this charter, please tell us. We want to know. Email KScrope.CEO@odgersberndtson.com.



How to Apply

Key Dates

- Following a long list meeting of the Nominations Committee, successful candidates will be invited to attend preliminary interviews with Odgers Berndtson in late January 2024.
- Following the shortlist meeting, final client interview panels will take place in February.

How to Apply

- Please submit a comprehensive CV along with a covering letter which sets out your interest in the role and encapsulates the aspects of your experience relevant to the required criteria. Please include current salary details and the names and addresses of three referees. Referees will not be approached until the final stages and not without prior permission from candidates.
- The preferred method of application is online at www.odgers.com/90566
- All candidates are also requested to complete an online Diversity Monitoring Form which will be found at the end of the application process. This will assist in monitoring selection decisions to assess whether equality of opportunity is being achieved. Any information collated from the Diversity Monitoring Forms will not be used as part of the selection process and will be treated as strictly confidential.



Other Information

Personal Data

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and / or biometric data) in your CV and application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.

Accessibility

We are committed to ensuring everyone can access our website and application processes. This includes people with sight loss, hearing, mobility and cognitive impairments. Should you require access to these documents in alternative formats, please contact Lutifah.Thomson-Lowe@odgersberndtson.com.

Also, if you have any comments and/or suggestions about improving access to our application processes please don't hesitate to contact us Response.Manager@odgersberndtson.com.





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