



Licensing and Partnerships Coordinator

Reporting to Head of Commercial & Sponsorship

Location: Budapest Headquarters

Responsible for: Supporting the development and execution of ICF's global licensing programme and commercial partnerships

Position Overview:

The International Canoe Federation (ICF) is the global governing body for paddle sports, recognised by the International Olympic Committee (IOC), and responsible for overseeing 10 disciplines. With 171 national federations and millions of paddlers around the world, the ICF is committed to promoting a lifelong passion for paddlesport at all levels – from grassroots to elite.

The Licensing and Partnerships Coordinator plays a critical role in expanding the commercial footprint of the ICF through effective product licensing, merchandise development, and retail partnerships. This role supports the launch and growth of the ICF licensing programme and aims to create high-quality, meaningful products that resonate with our global community of athletes, fans, and paddlers.

You will bring strong commercial instincts, a flair for branding and consumer engagement, and the operational skill to manage licensing and merchandise sales across physical and digital environments. Success in this role will support ICF's strategic goal of reducing reliance on IOC revenues and diversifying income sources by 2028.

Key Responsibilities:

- Assist in the development and launch of a global licensing programme that reflects our brand and values.
- Identify licensing opportunities and work with partners across apparel, equipment, event merchandise, digital products, and collectables.
- Build product catalogues and manage the coordination of merchandising materials and campaigns in line with brand guidelines.
- Develop retail and e-commerce distribution strategies to support merchandise sales at events and online.
- Manage all operational aspects of licensing and merchandising agreements, including onboarding, fulfilment coordination, and performance monitoring.
- Ensure all merchandise and licensed products meet quality standards and brand requirements.
- Conduct market research and competitor analysis to inform product development and pricing.
- Collaborate with marketing and digital teams to activate merchandise and licensing campaigns across ICF platforms.
- Support the Head of Commercial & Sponsorship in partner reporting, KPI tracking, and income forecasting.
- Engage directly with athletes, fans, and member federations to gather insights and feedback for product improvement.
- Undertake special projects or tasks as assigned by the Line Manager or the Secretary General.

Attributes and Skills:

- Excellent commercial judgement and sales instinct, with experience in merchandising, retail, or licensing operations.
- Strong project management and organisational skills; able to handle multiple workstreams with attention to detail.
- Creative flair and passion for consumer products and fan experiences.
- Experience working in or with global brands, ideally within sport, lifestyle, or outdoor sectors.
- Strong interpersonal and communication skills; capable of building trust and collaboration with suppliers, licensees, and event organisers.
- Familiarity with e-commerce platforms, POS systems, and merchandise logistics.

Requirements:

- Minimum 3 years' experience in a sales, merchandising, or licensing role.
- Track record of supporting or leading successful merchandise or retail programmes.
- Strong working knowledge of product development cycles, supplier negotiations, and customer service.
- Fluent in English; other languages are a plus.
- Relevant academic qualifications in Business, Marketing, or Retail Management.
- Proficient in Excel, CRM tools, and product management platforms.
- Willingness to travel and be present at major ICF events and expos.