



Glasgow 2026 Commonwealth Games – Job Description

Job title:	Marketing Manager – Sponsorship and Brand
Division:	Marketing, Communications and Engagement
Department:	Marketing and Brand
Reports to:	Head of Marketing and Brand
Location:	Glasgow (flexible working options available)

JOB PURPOSE

Next summer, Glasgow will host the 23rd edition of Commonwealth Games from 23 July to 2 August. Around 4,000 athletes and team officials from up to 74 nations and territories across the Commonwealth will come together in a 11-day celebration of world-class sport and culture. Events will take place across Glasgow, entertaining around 500,000 ticketed spectators and reaching a global broadcast audience of more than one billion.

As we celebrate One Year to Go, we are growing our Marketing, Communications and Engagement Division, and building a world-class team of motivated marketeers to help us deliver an unforgettable experience for everyone attending, from international athletes to sports fans and volunteers, commercial partners and special guests from around the world.

As Marketing Manager – Sponsorship and Brand, you will be responsible for maintaining overall Games brand integrity and consistency across a wide array of platforms and environments in the lead up to and during Games time, facilitating integrated and collaborative working with colleagues across Marketing and Communications, Operations, Technology and Games Experience.

You will drive the commercial marketing programme for the Glasgow 2026 Commonwealth Games by leading the strategy, creative development, and delivery of sponsor activation campaigns and integrated marketing activities. Sitting at the intersection of brand, business, and storytelling, this role brings sponsor partnerships to life in impactful and memorable ways, ensuring all marketing activity is aligned to Games values and commercial objectives.

Working closely with the Sponsor Services team, you will spearhead the planning and execution of marketing activity related to commercial partnerships. You will support the development of activation strategies, collaborate with internal and external stakeholders, and guarantee that all sponsor campaigns reflect the vision, values, and brand guidelines of the Games.



KEY RESPONSIBILITIES

Brand Integrity and Approvals

- Working with the Head of Marketing and Brand you will maintain and enforce comprehensive brand guidelines for Glasgow 2026 covering logo usage, colours, typography, tone of voice and placement, ensuring colleagues across the OC and external stakeholders understand the importance of consistent brand application across all environments, including live and broadcast visibility at Games time.
- Oversee a robust approval process for all instances where the Games mark appears including signage, uniforms, broadcast graphics, merchandise, city activations, digital, etc. Review and sign off on artwork, mock-ups, and final proofs to ensure compliance.
- Ensure all suppliers are aware of and adhere to Glasgow 2026 No Marketing Rights Protocol.
- Work closely with Games Experience colleagues and the Look team to ensure the Glasgow 2026 brand is applied consistently across all Games venues and environments.
- Collaborate with teams across the Organising Company to embed brand placement into delivery plans and oversee pre-Games testing and mock-ups, including attending test events to observe brand visibility and placement in live settings.
- Provide quality control measures and action during Games time.

Strategy, Planning and Activation

- Lead the development of sponsor activation in-market and commercial marketing strategies, once rights are scoped and agreed, aligning partner objectives with the Games' brand, values, and audience insights.
- Plan and deliver integrated marketing campaigns that support the Glasgow 2026 commercial programme.
- Work with partners to create co-branded marketing and activation campaigns, ensuring all outputs are innovative, on-brand, and in line with Games objectives.
- Define clear goals and KPIs for each sponsor campaign to ensure measurable impact and value delivery.
- Develop tailored activation plans with partners, respecting brand positions (including VIP and high-end brands) and specific partnership rights.
- Lead the creation of marketing collateral, toolkits, and guidelines to empower partner success and consistency.



Creative Leadership and Campaign Development

- Acts as the key marketing point of contact for sponsor brand and communication teams and the OC's creative force behind sponsor and commercial partner campaigns, driving every stage from concept to execution.
- Collaborate closely with creative, media, and content teams to bring commercial campaigns to life across digital, print, and experiential channels.
- Develop integrated campaigns encompassing on-site activations, venue branding, hospitality, content production, social, media, and PR opportunities.
- Craft compelling stories that connect commercial partners with audiences in authentic, memorable ways.

Collaboration & Campaign Delivery

- Facilitate day-to-day collaboration between the Sponsorship Team and Marketing, ensuring campaigns support contractual objectives.
- Project-manage the end-to-end delivery of sponsor activations and commercial campaigns, working with the wider marketing, communication and engagement teams, host broadcast, operations, venues, hospitality, and external agencies.
- Oversee the implementation of partner activations during the Games, managing timelines, approvals, and feedback loops for seamless execution.
- Ensure all sponsor rights and commercial activities are delivered creatively and flawlessly, maximising visibility, maintaining integrity and audience experience.
- Oversee the development of sponsor-related content, promotional materials, and media engagement plans.
- Manage stakeholder expectations, maintaining excellent relationships with commercial partners at all levels.

VIP and Hospitality Experiences

- Design and oversee exceptional sponsor experiences for high-end and VIP brands, considering every touchpoint—from hospitality and branding to exclusive content and unique interactions.

Monitoring, Insights and Reporting

- Track and report on activation and marketing performance against KPIs, delivering insights and recommendations for optimisation.



- Provide marketing insights and reporting to demonstrate impact, support partner ROI, and inform future strategy.
- Ensure all marketing activity complies with contractual obligations, brand standards, and Games values—including accessibility, diversity, and sustainability.

General Responsibilities

- Adhere to all company health and safety policies and procedures.
- Be flexible and responsive to the evolving responsibilities of the role over the course of the Organising Committee's lifespan.

The role will require some evening and weekend work in the lead-up to and during the Games, with on-site presence at venues and hospitality locations as needed. There will be some travel beyond Glasgow for partner meetings.

Knowledge & Experience

Essential:

- Demonstratable experience in consumer brand management.
- Significant experience in marketing, sponsorship activation, or brand partnerships, ideally in sport, entertainment, or major live events.
- Track record of delivering creative, commercially effective campaigns and activations at scale.
- Experience managing VIP or premium brand experiences.
- Familiarity with multi-channel marketing campaigns, content creation, and media & PR integration.

Desirable:

- Knowledge of the Commonwealth Games, sports industry, or large-scale international events.
- Experience managing external agencies and creative partners.
- Understanding of audience segmentation and insights-driven marketing.

Personal Characteristics

- A blend of creative vision and commercial acumen, able to balance brand integrity with sponsor objectives.
- Proven ability to develop and deliver high-profile marketing activations and campaigns, ideally for major events or global brands.



- Strong storytelling, strategic thinking, and campaign development skills with an understanding of audiences and partnership needs.
- Excellent relationship management and communication skills—comfortable engaging with senior stakeholders and high-profile clients.
- Strong project management and organisational skills, able to lead complex projects under pressure and to tight deadlines.
- Understanding of sponsorship rights, brand partnerships, and major event marketing dynamics.
- Passion for delivering exceptional, impactful experiences.
- A Brand Ambassador who upholds and protects the integrity of the Glasgow 2026 brand and values.
- A champion of diversity who ensures campaigns reflect and connect with all audiences.