



Glasgow 2026 Commonwealth Games – Job Description

Job title:	Senior Look, Wayfinding & Signage Manager
Division:	Marketing and Communications
Department:	Games Experience
Reports to:	Games Experience - Strategic Advisor – SPE, LOK, LVS
Location:	Glasgow

Background to the Glasgow 2026 Commonwealth Games

The journey to Glasgow 2026 starts now – and we want **YOU** to be part of it!

Get ready for a brilliant new era for the Commonwealth Games, blending world-class sport with a sustainable, future-focused vision. In under 300 days, Glasgow will transform into a global hub for sport and culture, welcoming 3,000 athletes from 74 nations, across 11 days of action, fuelled by the city's unstoppable energy and passion.

Glasgow 2026 is set to revolutionise the Games with a bold experience that reflects the city's resilience and innovation. This is more than just an event; it's a movement – a celebration of unity, equality, and sporting excellence. A movement that will not only deliver a world-class sporting experience, but will also create a lasting legacy, maximising social and economic benefits for the city and the Commonwealth.

Don't miss your chance to be part of something historic!

Joining the Glasgow 2026 team means being part of something extraordinary. This is an opportunity to shape the future of major sporting events, bringing the world together for 11 days of unforgettable competition and culture.

We have an exciting opportunity for a **Senior Look, Wayfinding & Signage Manager** to oversee our Look, Wayfinding & Signage (LOK) Functional Area and join our Games Experience team at Glasgow 2026. This is your chance to play a pivotal role in delivering a world-class competition, supporting the planning and delivery of the overall games experience as part of the Commonwealth Games.

You will represent the LOK function in cross-functional meetings, maintain up-to-date planning materials, and work collaboratively with other departments to ensure all LOK specific needs are met. Your ability to build effective working relationships with key partners will be crucial to the success of the delivery of the Look, Wayfinding and Signage Programme.

This role is perfect for, problem solvers and passionate individuals who thrive in a fast paced, high-energy environment.

The Senior Look, Wayfinding and Signage Manager will oversee the design and brand application across 4 venues and 10 Field of Plays that include Athletics & Para Athletics, Swimming & Para Swimming, Track and Para Track Cycling, Judo, Boxing, Netball, Artistic Gymnastics, Bowls & Para Bowls, Weightlifting & Para Powerlifting, 3x3 Basketball & 3x3 Wheelchair Basketball. Additionally, will manage the



development of branding across agreed Non-Competition Venues as well as support the wider GEX team around branding requirements across Live Sites and spectator routes.

Role Summary / Key Accountabilities

The **Senior Look, Wayfinding and Signage Manager** is responsible for the contract oversight, coordination and delivery assurance of the Glasgow 2026 Look, Wayfinding and Signage Programme. Acting as the primary liaison between the Organising Company (OC) functional areas and the appointed suppliers across the design suppliers and the application suppliers, this role ensures that all parties are delivering in accordance with the contracted scope, timeline, and quality standards.

The role will support the implementation of the programme as a collaborative solution, with each procurement Lot required to manage their respective planning and execution. The Senior Look, Wayfinding and Signage Manager will take an active contract management position holding suppliers accountable to the obligations defined in their RFPs and agreements, while ensuring seamless integration between Lots and with internal and external stakeholders.

Internally, the role will oversee budget tracking and reporting, liaise with other Functional Areas to manage cross-programme alignment, and act as the point of contact for scope definition and decision-making around budget allowance and delivery feasibility.

This role requires flexibility, particularly in the lead-up to and during Games Time, with evening and weekend work expected as needed.

Contract Oversight

- Serve as the OC's Lead across each contract for procurement Lots 1, 2 and 3, ensuring each supplier delivers in line with agreed scope, budget and timelines
- Monitor supplier capacity, capabilities, and team structures to ensure they are sufficient to meet programme demands
- Review and assess supplier reporting, progress updates, risk logs and operational readiness plans
- Lead integration across key FA's and the suppliers such as Sport, Broadcast and Sport Presentation
- Track and manage all health and safety related documentation and requirements across Lots 2 & 3
- Ensure the suppliers have all relevant permissions, licences in place for installation and decommissioning phases
- Facilitate communication and issue resolution between suppliers and the OC
- Ensure alignment across the Lots, particularly in relation to design integration, production planning and installation sequencing
- Seek innovative solutions and efficiencies to maximise the Look application across venues

Programme Monitoring and Delivery Assurance

- Track overall programme progress and report internally on milestones, risks, and dependencies
- Track budget spend and attend regular contract review meetings
- Ensure all relevant permits and licences are in place in relation to delivery



- Support readiness testing, approvals and change management as required
- Contribute to the coordination of test events or special projects involving Look and Wayfinding delivery
- Track and manage additional requests across all LOK assets and implement and communicate a change control process

Internal OC Leadership and Liaison

- Reporting to the GEX Lead on LOK ensure that all relevant milestones and risks are monitored and updated accordingly with the programme
- Implement the agreed LOK strategy for the OC
- Establish the approvals process across OC FA's and key stakeholders
- Build and maintain critical relationships with Games partners such as Commonwealth Sport, International Federations and Sponsors through the respective FA Leads
- Act as the Look and Wayfinding point of contact within the OC for cross-functional planning that is not restricted to but includes Venue Management, Transport, Media, Broadcast, Security, Ceremonies, and Sport
- Lead the scoping and prioritisation of Look and Wayfinding assets in line with approved budget and operational requirements
- Provide internal recommendations on where adjustments or efficiencies may be required to remain within budget or accommodate functional needs
- Support procurement, finance and reporting teams with documentation, forecasting, and milestone-based payments
- The employee will adhere to all OC Health and Safety policies and procedures

Knowledge & Experience

Essential:

The ideal candidate will bring experience working within senior management level roles for brand application at multi-sport major event dressing and wayfinding. Specifically, will be asked for the following:

- Proven experience in working with event overlay, production and / or contract management within major sporting or public events
- Strong understanding of Look of the Games and Wayfinding programmes, including turnkey delivery models as well as managing multiple contracts and suppliers
- Demonstrated experience managing multiple suppliers or delivery partners
- Proven experience of leading blended teams of paid staff, suppliers and freelancers
- Excellent communication and negotiation skills, with confidence in decision-making and stakeholder management
- Experience in developing and implementing approval processes and sign off procedures that ensures that each piece of artwork has been checked and approved ahead of print
- Comfortable working in a fast-paced, evolving environment with fixed deadlines
- Experience working with budget control, reporting and financial forecasting is essential
- Experience working in or with organising committees, broadcast, brand production and project management or overlay is a strong advantage



Desirables

- Experience in design of venues look, wayfinding and signage
- Experience of working in Glasgow and at any of the Glasgow 2026 venues

You should be IT-literate, confident using Microsoft Office as a minimum and Smartsheet's is desirable as the OC project management tool.