

About Making of Champions (MoC)

Making of Champions (MoC) is Nigeria's leading Sports Media & Management Company, founded in 2013, whose mission is to ignite a revival in Athletics in Nigeria, a sport that has brought Nigeria 14 of the 27 Olympic Medals in the nation's history. MoC has become a beacon of hope in Nigerian Athletics, impacting Track & Field in Nigeria through various projects to realise the vision that Nigeria can be among the Top 3 Nations in Track & Field globally over the next decade, including the Paris 2024 and LA 2028 Olympic Games. MoC's activities are divided into 2 broad areas – Athlete & Competition Management:

Athlete Management:

Since MoC Track Club launched in 2016, MoC Athletes have won over 60 National & International Medals under the tutelage of Olympic Medallist Deji Aliu (4x100m Bronze Medallist at Athens 2004) who is MoC's Head Coach, and with the support of other renowned Coaches such as Glory Alozie (100m Hurdles Silver Medallist at Sydney 2000). MoC combines Athletics training with education – many MoC Athletes are currently enrolled in or have attended Unilag, Uniport, UI and other tertiary institutions across Nigeria, while several others have been awarded full US Collegiate Scholarships. MoC holds annual Trials nationwide to recruit the most promising teenage Athletes across Nigeria into its residential programme in Lagos, to complete Secondary School or University under MoC's Student-Athlete Scholarship programme supported by several Corporate Sponsors.

Competition Management:

MoC has run some of the largest Athletics Competitions in Nigeria and Africa since 2015, including the Top Sprinter talent search Reality TV show that year, which held 'auditions' in 4 cities across Nigeria and was hailed by BBC Sportshour as the "*X-Factor for Sprinters*". The inaugural MoC Grand Prix was launched in 2018 and by 2021 the 3rd edition has grown to become Nigeria's largest annual Athletics event aside the National Trials, and the third largest in Africa, with Athletes from Nigeria and Kenya qualifying for the Tokyo Olympics. MoC hosted 2 more Competitions in Africa's Top 10 in 2021 (MoC Invitational & MoC Relays) with Athletes from ~10 African countries in total competing, and the MoC Relays also making history by qualifying Nigeria's Mixed 4x400m Relay team for the event's first ever appearance at the Olympic Games in an African Record in the event!

MoC Country Manager Job Description

MoC is seeking a Country Manager to lead Making of Champions' activities in Nigeria – this will include (1) overseeing the growth of MoC's existing myriad of Talent Search (School Athletics) and Elite Athletics Competitions, (2) expanding the scope of MoC's Elite Athlete Management activities in Athletics (Track & Field) and other sports, and (3) guiding the establishment of MoC Foundation to continue MoC's nation-building Athlete training, development and education activities:

- (1) **Competition Management:** Sustain and extend MoC Competitions' current positioning as the largest, most impactful Athletics events nationwide (for School Athletics) and continent-wide (for Elite Athletics), and to establish their long-term legacy by annually achieving financial sustainability through fundraising from Corporate Sponsors. This includes developing MoC's existing Elite Athlete Competitions – MoC Grand Prix, MoC Relays, etc into an annual 'African Athletics League' for the continent's best Athletes
- (2) **Elite Athlete Management:** Extend MoC's management of Elite Athletes globally, building on MoC's previous Athlete Management activities on the annual athletics circuit across Europe and Africa, and for Olympic Athletes at Rio 2016 and Tokyo 2020, as well as entering new areas such as supporting Nigerian and other African Athletes on the US Collegiate circuit now permitted to explore the management and marketing of their name, image, and likeness (NIL) rights. Expand MoC's Athlete management across all Sports
- (3) **MoC Foundation:** Establish MoC Foundation's presence in Nigeria, continuing MoC's Youth Athlete Development as MoC Athletics Academy, with initiatives such as Athletics Trials, Residential Track Club, Student-Athlete Scholarship and the After School Athletics Programme (ASAP), to enable MoC's continued nationwide impact in athlete recruitment and training. Manage MoC Media's sports writing, photography & videography activities to maintain position as Africa's leading Athletics Media platform and extend to other sports

Given MoC's strong reputation worldwide as a leading brand for Nigerian Athletes and for African Athletics Media and Competitions, the MoC Country Manager role is a great opportunity for a leader who is passionate about sports, media and events to take responsibility for the growth of MoC's Competition and Elite Athlete Management arms, as well as establish the MoC Foundation to continue MoC's Athlete Development work nationwide. The role requires a pro-active, energetic candidate with prior experience fundraising in Nigeria for Corporate Sponsorships and/or experience in sports and/or event management. It's an opportunity to play a pivotal role in the current Athletics resurgence across Nigeria in the run up to the Paris 2024 Olympics and beyond!

Responsibilities

A) Overall Management of Making of Champions in Nigeria

- i. Strategic Planning & Execution:** Lead development and execution of high-quality strategy for Competition & Athlete Management for MoC Limited, and Athlete Development for MoC Foundation, implementing impactful plans for:
 - a) Secondary School & Elite Athletics Competitions that are relevant to local context across Nigeria and Africa respectively for maximum global impact
 - b) Elite Athlete Management for Olympic & US Collegiate Athletes of Nigerian and other nationalities; Entry into other sports (e.g. football, basketball)
 - c) Youth Athletes combining Sports & Education in Nigeria, relevant to local Athletics context and reflecting MoC's global sports development priorities
- ii. Financial Sustainability:** Ensure financial viability and profitability of all MoC competitions and athlete initiatives through fundraising (sponsorship prospecting and grant acquisition) as well as effective budget administration for all activities:
 - a) Develop marketing plans/strategies for all MoC Competitions, & Athletes to ensure maximum impact in terms of Sponsor attraction & retention
 - b) Manage all sponsorship activities, including Sponsor prospecting, proposal customization & presentation, contract revision and servicing, Sponsor follow-up, representing the company at official functions, etc
 - c) Develop and maintain Sponsorship Pipeline, the database of prospective and secured Sponsors and Partners, building and sustaining long lasting relationships at each pipeline stage
 - d) Frequent Sponsor follow-up, with regular updates to both existing and prospective Sponsors on progress and impact of MoC Competitions and Athlete initiatives they have sponsored or are interested in supporting
 - e) Identify/develop new business opportunities/partnerships and create effective plans to pursue these, involving research and conceptualization of appropriate marketing approaches on a client-by-client basis
 - f) Develop and implement budgets required for all competitions & athletes to achieve financial sustainability, when taking funding into account
- iii. Key Stakeholder Management (internal & external):**
 - a) Preparation of monthly, quarterly, and annual budgets/reports internally (e.g. for Board of Directors)
 - b) Develop and manage key working relationships with relevant sports authorities in Nigeria and Africa, such as Athletics Federation of Nigeria (AFN), Confederation of African Athletics (CAA), Federal Ministry of Youth & Sports Development (FMYSD), Nigerian University Games Association (NUGA), National School Sports Federation (NSSF), State Sports Commissions, etc
 - c) Effective relationship management with MoC Athletes' families, and with their respective Universities at home and abroad)

- iv. **Staff Recruitment & Management:** Oversee recruitment, development and performance of MoC Sports Media & Management staff, with culture of innovation, effective talent management and consistent interaction with MoC's in-house teams, to ensure coordinated execution of all competitions and athlete initiatives
- v. **MoC Governance Functions:** Ensure proper MoC registration and compliance with statutory regulations for sports organisations and NGOs in Nigeria, including oversight of all necessary legal, tax and accounting functions

B) Competition Management

- i. Development of MoC's two major brand assets in terms of competitions:
 - a) the 'MoC Athletics Challenge' series of Competitions such as MoC Grand Prix, MoC Relays & MoC Invitational, as a new "premier African Athletics League" for the continent's Elite Athletes
 - b) the Top Sprinter Reality Show and other talent search vehicles such as MoC School Athletics Championships to help revive and reignite Secondary School Athletics across Nigeria
- ii. Management of all aspects of running MoC Competitions in Nigeria, including:
 - a) Inauguration of meet committees (e.g. local organizing committee) for effective planning and execution of all aspects of competitions, including athlete registration, scheduling, technical officiating, medical, stakeholder accreditation, venue and sponsor management, etc.
 - b) Securing meet venues, and for Elite Athletics Competitions, obtaining meet sanctions and appropriate official ratification of results by relevant sports governing bodies (e.g. Athletics Federation of Nigeria) for global recognition by World Athletics
 - c) Event promotion supported by MoC multi-media production (journalism, photography & videography) of event and leveraged by partnerships with nationwide media platforms across TV, Radio, Print and Online.

C) Elite Athlete Management

- i. Growth of MoC's Athlete Management expertise for Olympic and US Collegiate Athletes of Nigerian and other nationalities:
 - a) Sponsorship prospecting and management, brand management & PR, global and local competition planning for current and aspiring Olympians
 - b) Develop working relationships with Nigerian and other African Athletes on the US Collegiate circuit who are now permitted to explore marketing and management of their name, image, and likeness (NIL) rights. Expand MoC's Athlete management across all Sports
- ii. Expansion of MoC's Sports Management services across other sports of high importance, impact and profitability in Nigeria, including but not limited to football, basketball, tennis, table tennis, etc

D) MoC Foundation (Youth Athlete & Programme Management, MoC Media)

- i. **MoC Track Club:**
 - a) Oversee identification & recruitment across Nigeria to join Residential Track Club in Lagos, implementing strategies such as **MoC Athletics Trials** and nationwide scouting at other events to discover the best Secondary School Athletes across Nigeria for relocation to Lagos
 - b) Lead **MoC Track Club** Management Team comprising Head & Assistant Coaches, Athlete Performance Managers, Physios, Nutritionist, etc in the training and retention of Athletes
 - c) Monitor and document both the **Athletic and Academic progress** of all MoC Athletes, liaising with their Coaches and Athlete Performance Managers where necessary

- d) Monitor and assess the quality of **Education** provided to MoC Athletes and coordinate their preparation for University Entrance exams such as WAEC & JAMB for admission to tertiary education at home and abroad
 - e) Further develop and grow the **MoC Student-Athlete Scholarship** supported by Corporate Sponsors as the major funding pipeline for the financial support of MoC Track Club's Student–Athletes
 - f) Develop the concept of the **MoC Athletics Academy** to cater in-house to the educational and mentorship needs of MoC Athletes seeking University admission at home and abroad
- ii. MoC After School Athletics Programme (A.S.A.P.):**
- a) Lead growth of MoC's A.S.A.P. – a paid programme in which parents can enrol their kids – from 1 school in Lekki currently, to several across Lagos, including marketing/selling programme to target schools, location prospecting, and hiring & management of necessary coaches
- iii. MoC Media**
- a) Oversee the development and implementation of communications and publicity strategies for MoC Athletes and Programmes (via MoC and other nationwide media channels, across TV, Radio, Print and Online)
 - b) Manage MoC's multimedia team of sports journalists, photographers, and videographers to create the content required to execute outlined media strategies to promote MoC Foundation through its various initiatives

Requirements

- A Bachelor or Master's Degree in any discipline
- Minimum of 5-7 years work experience, including at least 2-3 years leading teams in a commercial or client-facing environment (particularly in sponsorship fundraising)
- Experience working in sports, media or entertainment industries and/or a demonstrated passion or interest in Sports Event Management would be highly advantageous
- Experience in international development roles or prior experience in leading or running non-profit organisations in Nigeria would also be beneficial
- Prior Experience and interest in Athletics (Track & Field) beneficial but not required
- Working knowledge of Microsoft Office, especially Word, Excel & PowerPoint
- Exceptional communication abilities – excellent oral, written, and interpersonal skills – and strong salesmanship, energy, and drive
- Proven track record of strong management and leadership skills in such areas as: fostering teamwork, developing, and motivating others, managing change, conflict resolution, initiative, and flexibility
- Demonstrated high-level interpersonal and cross-cultural skills, including the ability to build collaborative relationships internally and externally with sensitivity to cultural, ethnic, social, and political issues; Coalition building capabilities, external networking, and experience in developing strategic partnerships
- Ability to pragmatically solve problems, plan a course of action using analytical, conceptual, strategic, and forward-thinking abilities to achieve an effective resolution.
- Strong visioning, strategic planning, implementation ability and effective under pressure (good time management skills), results oriented and proactive with ability to multi-task

Application & Deadline

Send your **CV and Cover Letter** to management@makingofchamps.com, with '**MoC Country Manager**' as the email subject! The application deadline is Friday 1st July 2022. Only candidates to be invited to interview would be contacted, with 2-3 rounds of interviews to be scheduled on a rolling basis in June/July 2022