

The **Rights Manager - DACH** plays a pivotal role in managing and optimizing a defined portfolio of sports media rights, including marquee properties such as the Bundesliga, UEFA Champions League, and NFL, as well as strategic content partnerships in the German speaking markets Germany, Austria and Switzerland (“DACH”). You will act as the primary point of contact for DAZN’s business regarding these rights and partnerships, representing the interests of rights holders and ensuring the effective delivery of DAZN’s market strategy in the region.

This role contributes directly to DAZN’s commercial success by maximizing the value of content investments, supporting market-specific activation opportunities, and providing insights into audience consumption, competitor activity, and industry trends.

You will develop a strong understanding of DAZN’s rights and partnerships, working with teams across media, business development, marketing, and programming to unlock activation opportunities and maximize value. With an innovative mindset, you will also stay close to the evolution of DAZN’s customer offering, including new interactive and engaging fan experiences alongside its core sports streaming service

In addition, you will partner closely with the SVP Rights DACH and coordinate with colleagues across the UK and global teams to align regional rights management with DAZN’s overarching company objectives.

What You’ll Be Doing:

- Establish and maintain strong working relationships with a defined group of rightsholders and content partners across the DACH region, managing day-to-day operational and communication needs.
- Act as a key contact for internal and external stakeholders on rights-related matters, ensuring clear coordination and information flow between DAZN departments and partners.
- Support senior management in rights acquisition and renewal processes, including research, data collection, preparation of materials, and coordination of internal approvals.
- Contribute to the development of DAZN’s long-term rights strategy in DACH by providing local market insights, performance analysis, and feedback from partners.
- Plan, brief, and coordinate rights activations and content initiatives to ensure contractual obligations are met and opportunities to maximise value are realised.
- Liaise with internal teams (content, marketing, legal, finance, media) to ensure alignment and efficient execution of all rights-related activities.

- Generate and deliver regular viewership and performance reports for rightsholders and internal stakeholders, highlighting key trends and insights.
- Support the international rights and strategy team on cross-market initiatives, ad hoc projects, and reporting requests.
- Track contract deliverables, rights usage, and partner requirements to ensure compliance and consistency across all DACH rights agreements.
- Contribute to a collaborative, high-performance team culture by sharing knowledge, supporting colleagues, and helping improve internal processes.

What You'll Bring:

Technical Skills:

- Commercial awareness with the ability to evaluate business opportunities, support negotiations, analyse contracts, and manage rights-based relationships.
- Knowledge of OTT and subscription-based broadcasting models.
- Strong analytical skills with proficiency in Microsoft Excel; ability to create reports, perform data analysis, and support business presentations.
- Strong proficiency in Microsoft PowerPoint for creating clear, professional presentations.

Soft Skills:

- Excellent interpersonal and communication skills; able to build trust and manage complex stakeholder relationships with diplomacy and influence.
- Strong problem-solving ability with a results-oriented mindset.
- Highly organised with meticulous attention to detail and the ability to manage multiple projects simultaneously.

Leadership Skills:

- Confident and credible in managing internal and external stakeholders, including federations, leagues, and clubs.
- Collaborative team player with the ability to lead initiatives and contribute to cross-functional efforts.
- Ability to operate autonomously and make decisions aligned with strategic goals.

Required Experience:

- Practical experience in media, strategy, or commercial partnerships, ideally in the sports media industry
- Strong interest in rights acquisition, sports content strategy and commercial partnerships
- Familiarity with the German, Austrian, and Swiss media and sports landscape is a plus
- Experience with football organizations or sports agencies, is advantageous

Benefits

Benefits include access to DAZN, 30 days' annual leave, pension contributions up to 3%, a family friendly community, learning and development resources, opportunity for mobile working and access to our internal speaker series and events.

About DAZN

At DAZN, we bring ambition to life. We are innovators, game-changers and pioneers. So, if you want to push boundaries and make an impact, DAZN is the place to be.

As part of our team, you'll have the opportunity to make your mark and the power to make change happen. We're doing things no-one has done before, giving fans and customers access to sport anytime, anywhere. We're using world-class technology to transform sports and revolutionise the industry and we're not going to stop.

DAZN VALUES – THE 'HOW' IN WHAT WE DO:

Agility and creativity fuel growth and innovation, to **Make It Happen.**

Prioritising what matters drives progress and positive outcomes, **Focusing On Impact.**

Collective ambition builds optimism and success, in order to **Win As One.**

At DAZN, we are committed to fostering an inclusive environment that values equality and diversity, where everyone can contribute and have their voices heard. This means hiring and developing talent across all races, ethnicities, religions, age groups, sexual orientations, gender identities and abilities.

If you'd like to include a cover letter with your application, please feel free to. Please do not feel you need to apply with a photo or disclose any other information that is not related to your professional experience.

Our aim is to make our hiring processes as accessible for everyone as possible, including providing adjustments for interviews where we can.

We look forward to hearing from you.

