



## DIRECTOR OF PLATFORMS AND DISTRIBUTION

<b>Reports to</b>	CEO
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Main internal contacts	Main external contacts
Communications, Marketing, Global Partnerships, Legal Department	Sponsors, broadcasters, partners, Suppliers, affiliate

## ABOUT IAAF

The International Association of Athletics Federations (IAAF), is the international governing body for the sport of athletics.

It includes 6 continental federations and 214 national federations. The IAAF organizes many major athletics competitions worldwide, including World Athletics Series (WAS) and One Day Meetings, Diamond league and IAAF Road Race label events. Its vision is to lead, govern and develop the sport of Athletics in all its forms worldwide uniting the Athletics family in a spirit of Excellence, Integrity and Solidarity.

It is based in Monaco, has a staff of around 70 persons, from 18 different nationalities. Lord Sebastian Coe was elected as the new IAAF President in 2015, and has since instigated a period of organisational transformation and modernisation. Needless to say that this is an exciting and stimulating time to join IAAF!

## GENERAL OVERVIEW OF THE POSITION

Reporting to the Chief Executive Officer, the Director of Platforms and Distribution will be a key member of the IAAF Management Team and will be expected to play their part in helping to set the strategic direction of the organisation. An empathy with Athletics and the culture of the IAAF would be of value. The appointee will need to hit the ground running, gain the respect of the Executive Board and Council and provide strong leadership for all areas concerning platforms and distribution.

The Director of Platforms and Distribution will be responsible for all facets of this area. This opportunity comes at an exciting time for the IAAF who recently announced a joint venture with ITN Productions for Host Broadcasting and Media Production. IAAF Productions (the Joint Venture) grants the IAAF greater control of the way its leading global events are presented and to guarantee the highest quality broadcast of its top competitions. The aim is to develop production capabilities that will be used by local organising committees around the world to ensure consistent high level broadcast and production standards. IAAF Productions will work with partners across the athletics family including rights-holders, event organisers, sponsors and athletes to ensure quality and consistency of production across the sport.

Leading a commercially focused team, the Director of Platforms and Distribution will successfully manage current distribution partners and negotiate new distribution partnerships across all territories. The Director of Platforms and Distribution will need to formulate a forward-thinking distribution strategy to further develop international audiences and drive revenue to be reinvested into the sport. This will require a highly strategic and proven deal maker in the field of media rights. The Director of Platforms and Distribution will also be the primary internal point of contact for the current roster of Distribution partners, both Broadcast (EBU/ESPN, TBS/NBC and many others) and digital (YouTube, Facebook,



etc.) with the goal of maximizing both the economic and promotional value of these relationships.

The Director of Platforms and Distribution will be a critical driving force to ensure the Joint Venture is an outstanding success and a benchmark within the sports industry for digital media, broadcast, OTT, radio and new technologies. The mission will be to grow and engage new audiences with world-class content production, champion innovation with regards to new platforms and distribution channels, and create mutually beneficial partnerships.

### **MAIN ACTIVITIES**

- Formulate and communicate a vision for the IAAF, working with senior leadership to effectively see it through to completion
- Maximise revenue and the promotion of the IAAF brand through the distribution of world-class content using traditional and new media platforms, including broadcast, digital, OTT and new technologies
- Ensure the IAAF is relevant and follows market trends in the production and distribution of its content including television, digital and radio
- Lead and build a high performing platforms and distribution division at the IAAF, to be based in London and Monaco
- Manage the relationship with the IAAF's distribution partners, coordinating sales processes, contracts overview, and communication with rights holding broadcasters
- Manage IAAF Productions, coordinating its business plan, budgets, guidelines, editorial guidance, host broadcast plans, development of new technologies, relationship with IAAF stakeholders (staff, LOCs, partners, etc.)
- Coordinate with the relevant departments the development and implementation of the IAAF's digital strategy
- Serve as an ambassador for the IAAF and uphold the Federation's interests and integrity
- Communicate clearly the content strategy to the IAAF Executive Board and Council Members, and externally to media executives at the most senior level; this person will be expected to speak publically when required
- This person must blend operational expertise and strategic vision, able to drive new partnerships and content production with purpose

### **A SUCCESSFUL CANDIDATE WILL**

- Be a person of impeccable integrity
- Lead through example, inspiring high levels of excitement and performance
- Be a team-builder with shrewd judgement of character. Capable of motivating people to work for a common goal in a harmonious and positive environment. The ability to manage, engage, develop, retain and attract talent
- Be an influential, effective individual; articulate, tactful and open in communicating with others, across multi-cultural, international boundaries
- Be a committed and loyal individual, prepared to work the necessary hours and at weekends. Lead in terms of commitment and work ethic by personal example
- Be prepared to travel extensively
- Have an analytical, numerate and disciplined thinker who has the ability to think complex issues through and develop effective solutions in a timely manner



- Able to devise the 'big picture' and effectively communicate this to employees and stakeholders
- Politically astute and with an open style able to build trust and effective working relationships with all of Athletics' stakeholders
- Strong communications skills both orally and in writing in English and ideally in French
- Ability to successfully prioritise short/ medium vs long term strategies in order to maximise return
- Gravitas, presence and confidence, capable of presenting effectively to the Executive Board and Council
- Excellent communication skills across a disparate group of multicultural stakeholders, ensuring effective working relations

## REQUIREMENTS

- Commercial/deal making & negotiation skills are essential
- A clear, passionate and engaging presenter; experienced in presenting to Senior Management and Board
- Big picture thinker & strategic mind set: make sound business decisions, with effective prioritization
- First-class experience of producing, or overseeing the production of engaging content, both long and short form and for a verity of platforms
- Intimate knowledge of sports rights contracts as well as global media trends and developments
- Deep understanding of TV and digital platforms and the ever converging landscape of how to best distribute content in order to grow commercial revenues and audiences
- Experience across international territories and an excellent network with broadcasters, agencies and right-holders

To apply, please send your CV and short covering letter in English to [emploi@iaaf.org](mailto:emploi@iaaf.org) before **27<sup>th</sup> November 2017**