

JOB OFFER



JOB TITLE :	Social Media Editor
DEPARTMENT :	Communications
REPORTING TO :	Social Media & Fan Engagement Senior Manager & Head of Comms
MANAGING OTHERS :	No

ABOUT WORLD ATHLETICS

World Athletics is the international governing body for the sport of athletics that includes track, field and road events. It includes 6 continental federations and 214 national federations, each a member of World Athletics.

World Athletics organises leading athletics competitions worldwide including a number of World Athletics Series (WAS) events and its flagship, the biennial World Athletics Championships. It also administers One-Day Meeting circuits such as the World Indoor Tour, Continental Tour, Wanda Diamond League and Road Race Label events. Athletics is the no. 1 sport in the Olympic Games.

World Athletics is based in Monaco, has a staff of over 90 representing 21 different nationalities. Lord Sebastian Coe was elected as the current World Athletics President in August 2015 and reelected in 2019. He has since instigated a period of high-profile organisational transformation and modernisation, as well as wide-spread reforms across the sport globally.

In 2020, WA announced its 4-Year Strategic Plan: [Strategy For Growth](#) with the vision to use the power and accessibility of athletics and our athletes to create a healthier and fitter world.

Our Mission:

GROW: Grow the sport of athletics and make it relevant in people's lives and in the lives of their communities.

INSPIRE: Create globally appealing and accessible competitions, events, and activities so our talented athletes can entertain and inspire the world.

LEAD: Be the best example of a well-governed sports federation taking brave leadership decisions and valuing partnerships

The sport continues to undergo radical review, which includes remaining relevant, revenue generation, rule reviews, relationships, rebranding, reengineering elements of the sport and reconnecting the world's biggest sport movement, running, with the elite events that people love to watch. Needless to say, this is an exciting, stimulating and busy time to join World Athletics.



GENERAL OVERVIEW OF THE POSITION

- Content creation for World Athletics platforms
- Monitoring of platforms & engaging with online community
- Event coverage
- Development, collaboration and team building

DESCRIPTION OF KEY RESPONSIBILITIES OF THE POSITION

Content creation

- Develop and create engaging multimedia content – text and visual – for World Athletics social media channels, including but not limited to Facebook, Twitter, Instagram, TikTok, YouTube and adapt content to suit different channels
- Deliver exclusive news pieces and/or interviews as part of the editorial events coverage established by the editorial team
- Oversee, plan and deliver content across different World Athletics social media platforms
- Develop, launch and manage innovative formats including but not limited to competitions, campaigns, quizzes, etc.

Monitoring & Engagement

- Daily monitoring of all athletics-related news and updates around the globe
- Manage and facilitate social media communities and core audiences by responding to posts and messages, developing discussions and creating an engaged community
- Expand our audience beyond core athletics fans, identify potential fans via other sports or interests
- Research latest trends and techniques to monitor and measure World Athletics social media performance and analyse competitor activity
- Understand monitoring and tracking tools to analyse and report on performance of social media platforms

Remote coverage

- Flexibility to work weekends; provide remote coverage of athletics events which often happen at weekends
- Coverage aligning with different, non-European time-zones – especially the Americas and Asia. Working hours will be adapted so that a 24/7 monitoring can be implemented.

Reporting from events

- Member of the World Athletics Editorial Team who will cover World Athletics Series events, if and when required by the Social Media Senior Manager and Head of Communications
- Reporting and multimedia content creation from one-day circuit including but not limited to Wanda Diamond League, World Indoor Tour or Continental Tour meetings if and when required by the Social Media Senior Manager and Head of Communications
- Athlete-related projects, special events projects, World Athletics forums and Awards ceremonies...



SKILLS & EXPERIENCE REQUIRED

- Previous experience in digital media required (minimum 2 years)
- Excellent knowledge of the sport of athletics and its rules & terminology
- A solid understanding of the use and range of social media platforms
- Team player, motivation and commitment
- Strong organisational skills with the capacity to prioritise and work across multiple projects, an eye for detail and the ability to work accurately
- Ability to propose creative initiatives and think outside the box
- Proficient in Photoshop & video editing softwares
- Knowledge and understanding of algorithms, monitoring and analysing software including but not limited to Google analytics, Facebook insights, ...
- Capacity to adapt to local cultures and situations while maintaining high standards in World Athletics operations
- Flexibility to work outside traditional working hours and ability to work well under pressure in fast-paced environments

SOFT SKILLS & EXPECTED BEHAVIOUR

- Be a person of impeccable integrity.
- Lead through example, inspiring high levels of excitement and performance.
- Excellent interpersonal skills.
- 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.
- A strong communicator.



LANGUAGES & IT

- Excellent English both written and spoken.
- Good French, any additional language is a plus.
- Proficient in Microsoft Office

EDUCATIONAL BACKGROUND

- Related degree in journalism and/or digital media (journalism, digital marketing, media and communications)

HOW TO APPLY

WA is an equal opportunity employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, ethnicity, disability, age, sexual orientation, gender identity, religion and belief.

To apply candidates should send the following in English emploi@worldathletics.org before 23th May 2021 ;

- Letter of application highlighting your motivation for the post and relevant experience
- Up to date curriculum vitae
- Details of current remuneration
- Names and contact details for three referees (referees will not be contacted until final interview stage)