



COMMUNICATIONS DIRECTOR

If you are a creative and experienced communicator, a strategic thinker stimulated by international, multicultural environments and global challenges. And if you love sport. Come and join World Athletics leadership team and contribute to shaping the future of the most participated sport on the planet and the number one Olympic sport.

World Athletics is looking for a highly motivated, experienced **Communications Director** to lead a busy and talented team responsible for promoting all aspects of the sport – its vision, mission, athletes, events and corporate activities.

The role is based at World Athletics' Head Quarters in Monaco, reporting to the CEO with a position on World Athletics' Leadership Group.

About World Athletics

More people around the world participate in athletics than any other sport on the planet.

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.

World Athletics is based in **Monaco**, has a staff of 97 representing 26 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 widespread reforms across the sport globally.

World Athletics' vision is "**to use the power and accessibility of athletics and our athletes to create a healthier and fitter world**", which gives a true purpose to all people working in the Association. They also aim at developing the whole sport – from playground and parks to Olympic Podiums.

Description of key responsibilities of the position

- Responsible for World Athletics' reputation, image and messaging.
- Acts as spokesperson for World Athletics.
- Supervises proactive and reactive corporate and event related public relations (PR), media relations, website editorial, social media, stakeholder relations and to ensure the promotion of an optimal external image of World Athletics and the sport.
- Leads the communications' team and, with the assistance of the Head of Communications, manages a global network of freelance writers and photographers.
- Supervises the organisation of press conferences at all World Athletics Series (WAS) events and other initiatives working closely with World Athletics' leadership.
- Manages relevant PR, media relations, and editorial and social media content creation teams (both internal and external).
- Approves proactive year-round communications' related projects to enhance the image and reputation of World Athletics, its events and Athletics as a sport across the worldwide media, ensuring at all times that the vision and strategy of World Athletics is communicated correctly and clearly.
- Supports the creation and dissemination of written and spoken content of official statements/releases and press briefings/conferences (including World Athletics' Council and other corporate activities) as well as supervise all internal World Athletics' communication.
- Leads on creating the appropriate tone and content for the World Athletics website and newsletters.
- Ensures World Athletics is positioned as relevant and follows, or ideally leads, market trends in the creation and distribution of its content including written, photographic, television, digital and radio.



**WORLD
ATHLETICS.**

- Serves as an ambassador for World Athletics and upholds the Federation's interests and integrity at all times.
- Delivers the highest level of media services and media operations for press, photographers, internet reporters, non-rights holding broadcasters and other groups with media accreditation, at World Athletics' Championships, 1-day events and the Olympic Games.

Skills and experience required

- At least 10 years' experience in the communications industry with English as the primary communication language.
- Proven experience of developing and delivering global communication strategies including within the sports industry.
- Demonstrates an understanding of the sport of Athletics
- Experience of proactive global story placement.
- Awareness and proficiency with current communications technologies.
- A clear, passionate and engaging presenter; experienced in presenting to C-suite leaders and Boards.
- A big picture strategic thinker able to make sound business and communication decisions with limited supervision.
- A creative and inquisitive person who thrives on learning and developing their skills and experience.
- A leader able and willing to nurture and develop a growing team of global communicators who work both in head office and remotely around the world.
- Exceptional organisational and prioritisation skills.
- Strong knowledge and understanding of and experience in social media platforms and communication.
- Experience in stakeholder relations and internal communications
- Experience working across international territories and an excellent network of global media contacts.
- Strong and confident leadership.
- Seasoned traveller prepared to travel extensively.

What we offer

- Comprehensive package, including medical, life insurance and income protection.
- A talented team of passionate individuals who love what they do
- The option to work from home for one day a week.
- Development opportunities
- Casual and inclusive atmosphere with people of diverse backgrounds, lifestyles, and nationalities
- Wellbeing and teambuilding initiatives and activities throughout the year (travel, ski, etc.)
- Exceptional work and living environment in Monaco: sea and mountains on the doorstep, 300 days of sun per year and a safe and secure community.

How to apply

World Athletics is an equal opportunity employer and strongly encourages applications from suitably qualified and eligible candidates regardless of gender, ethnicity, disability, age, sexual orientation, gender identity, religion or belief.

To apply candidates should send the following in English to emploi@worldathletics.org before **February 28th 2023**.

Letter of application highlighting your interest in the post and your 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)