

## JOB OFFER



<b>JOB TITLE :</b>	Communications Senior Manager
<b>DEPARTMENT :</b>	Communications
<b>REPORTING TO :</b>	Head of communications
<b>MANAGING OTHERS :</b>	No

### ABOUT WORLD ATHLETICS

World athletics – WA - 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 the WA.

“WA organises the leading athletics competitions worldwide including the World Athletics Series (WAS) of events and its flagship the biennial WA World Championships and administers One-Day Meeting circuits such as the World Indoor Tour and Diamond League and Road Race Label events. Athletics is the no. 1 sport in the Olympic Games and its vision is to be a top 4 global sport by 2020. The mission of the WA 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.”

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

Our vision : “To use the power and accessibility of athletics and our athletes to create a healthier and fitter world”

Our Values :

**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

- Strategic Planning
- Manage and run the World Athletics' Press Office
- Media Relations and Public Relations
- Analysis, Monitoring and Review
- Development, collaboration and team building

### DESCRIPTION OF KEY RESPONSIBILITIES OF THE POSITION

- Plan and execute strategic communications plans to proactively communicate the vision, goals and work of World Athletics
- Develop a media relations strategy that builds the reputation of World Athletics, seeking high-level comment placements in print, broadcast and online media
- Write, produce and distribute communications tools and guidelines for international markets to ensure brand consistency worldwide. Service global markets with PR materials and tools.
- Manage and run a busy World Athletics Press Office including rotational out of hours cover
- Provide international PR representatives (Area Associations and Member Federations) guidance and oversight in implementing PR strategies and programmes in their respective markets. Liaise with international teams to meet strategic communication goals.
- Identify and maintain third-party relationships with influencers, stakeholders and media that drive the global communications strategy.
- Leverage and nurture a strong industry and media network (sport, business and consumer), increase awareness and develop an enviable corporate image for World Athletics by developing and executing effective communication and media relations programmes.
- Manage media inquiries and interview requests
- Ensure the organisation protects and promotes its image in a proper, coordinated, and consistent manner by detecting public relations issues as they emerge and address them directly.
- Monitor, analyse and communicate PR results on a quarterly basis
- Evaluate opportunities for partnerships, sponsorships and leadership positions on an on-going basis.
- Maintain a keen understanding of industry trends affecting all sport and make appropriate recommendations regarding communication strategy surrounding them
- Brief spokespeople within World Athletics on communicating with the media; be the first point of contact for media inquiries and directly handle the PR response to issues working with the Head of Communications and Executive Director of Communications
- Organise and manage press conferences, media visits and media interviews.
- Create and manage PR budgets, deadlines, objectives, and schedules
- Keep annual calendars of events, targets, and activities organized
- Consistently brainstorm and collaborate with a passionate and dynamic communications team for new ideas and strategies



- Create strategies to increase employee awareness of the organisation's strategy, plans and activities working in collaboration with the HR Department, CEO and President's Offices
- Be a world-class storyteller and have keen insight for driving innovative communication strategies that advance World Athletics' themes and initiatives.
- Work with staff across the organization to support the communications needs of multiple department and programme areas; help align messages and coordinate the release of deliverables across programmes
- Support World Athletics' sponsorship and community engagement programme to ensure maximum return on investment and that strategic goals are achieved for our partners and our sport.
- Act as a media spokesperson on behalf of World Athletics, addressing media issues and questions in agreement with the Head of Communications.
- Research and write briefing materials.
- Compose and edit press releases, organisational literature, and articles for internal and external use.

#### SKILLS & EXPERIENCE REQUIRED

- At least 8 years' experience in the communications industry with English as the primary communication language.
- Proven experience of global communication and corporate image development strategy.
- A creative and inquisitive person who thrives on learning and developing their skills and experience.
- Exceptional organisational and prioritisation skills.
- Strong knowledge and understanding of and experience in social media platforms and communication.
- Experience working across international territories and an excellent network of global media contacts.

#### 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.
- Pack office

#### EDUCATIONAL BACKGROUND

- Related degree in communication, and or journalism

#### 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](mailto:emploi@worldathletics.org) before 30th September 2020 ;

- ☺ 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)