



HEAD OF WA HERITAGE

Ahead of the forthcoming retirement of the director of the Heritage Department at the end of March 2026, World Athletics is seeking to appoint someone with a deep knowledge of the history of our sport to head up the department and guide its further growth and development.

The full-time position, which is based at World Athletics offices in Monaco, would ideally suit someone from the world athletics family who possesses strong communications skills and has experience of sports heritage, history, archiving and collecting. Written and spoken English required with French language an asset.

World Athletics is seeking an experienced Head of Heritage with great ideas and great energy.

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 associations 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 115 representing 31 different nationalities. Lord Sebastian Coe was elected as the current World Athletics President in August 2015, re-elected in 2019 and in 2023. He has since instigated a period of high-profile organisational transformation and modernisation, as well as wide-spread 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.

General overview of the position

Reporting to the Chief Operating Officer, the Head of WA Heritage is responsible for the preservation and documentation of the history of WA and international athletics for future generations, and its use as a motivational, educational and promotional tool for the advancement of the profile of WA and the increased following of the sport of athletics.

Responsible for devising and co-ordinating the WA Heritage strategy (external and internal), taking responsibility for the Heritage budget as well as supervising and appraising the schedules, work and performance of Heritage staff.

Leading the gradual evolution of the Heritage function to ensure the sport's history and legacy are actively woven into authentic storytelling, marketing, and brand strategy, with the objective to attract global partners and reach younger audiences

Key responsibilities:

Accountable for:

- the management of WA's archive of documents, video and historic collection of artefacts and memorabilia in Menton and WA HQ;
- the management and the acquisition of a collection of original athletics artefacts, and memorabilia;
- the management of the online 3D MOWA platform.
- planning and delivery of heritage exhibitions and displays at major athletics competitions around the world and digital exhibitions.
- maintenance of a permanent display of key iconic artefacts (e.g. WCH medals etc...) and a small reference library in WA HQ;
- the planning and delivery of the World Athletics Historic Plaque award scheme, a location-based recognition which highlights, celebrates and links together iconic and historic athletics competitions, careers, performances, cities, venues, landmarks and culture around the world;
- acting as World Athletics' official historian and the curator of MOWA, and in that capacity respond to external enquiries received;
- managing WA's relationship on all Heritage-related matters with Area and Member Federations and external bodies such as Principality of Monaco, Association of Track and Field Statisticians (ATFS), International Society of Olympic Historians (ISOH), Olympic Museum Network, national and international sports museums etc....
- supervising the commissioning, editing and publication of specialist Heritage editorial (press releases and news stories) on the World Athletics Heritage section of www.worldathletics.org;
- overseeing the creation of digital content on social media that celebrates the sport's milestones and connects with a global audience through contemporary audience engagement;
- applying design and visual sensibility to present historical material in an engaging and modern form;
- championing heritage inclusion in campaigns, events, and brand storytelling initiatives
- maintaining collaborations with athletes, investors and heritage partners
- defining and tracking success metrics, establishing KPIs and efficiency gains

Skills and experience:

- Deep knowledge of the history and development of the sport of athletics and WA;
- Strong editorial and digital storytelling background;

- Deep understanding of brand, audience, and engagement strategies
- Demonstrable knowledge of communication and negotiation skills
- Demonstrable experience and passion for the preservation, conservation and documentation of sports history and cultural storytelling;
- Extensive experience of the organisation and planning of high-level projects;
- Extensive event management experience;
- Extensive experience of managing and motivating teams and individuals;
- High standard of written English;
- Experienced public speaker
- Creative design literacy

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 jobs@worldathletics.org before **31 January 2026**.

- ☺ 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)