



Digital Rights & Innovation Manager

If you're a creative, forward-thinking digital professional energized by global challenges, multicultural teamwork and the power of sport, this is your chance to help shape the future of the world's most participated sport. Join the **World Athletics Communications Team** and play a key role in growing the reach, impact and innovation of athletics worldwide. This position is based at **World Athletics Headquarters in Monaco**.

About World Athletics www.worldathletics.org

World Athletics is the global governing body for the sport of athletics, encompassing track, field, road, trail and cross-country events. We work with **6 continental federations** and **214 national member federations**, guiding and growing the sport globally.

We organize leading international competitions, including the **World Athletics Championships**, the **World Athletics Series (WAS)** events, and the **one-day meeting circuits** such as the Wanda Diamond League, Continental Tour, World Indoor Tour and Road Race Label events.

Headquartered in **Monaco**, World Athletics includes **115 staff members from 30 nationalities**. Under the presidency of **Lord Sebastian Coe**, the organization has undergone significant modernization and reform, strengthening the sport at all levels.

Our vision is clear: **"To use the power and accessibility of athletics and our athletes to create a healthier and fitter world."** We strive to grow athletics from playgrounds and parks all the way to the Olympic podium.

Skills & Experience Required

- Degree in **journalism, digital media, digital marketing, communications** or related fields.
- **Excellent English** (written and spoken) required, **good French** highly desirable. Additional languages are an asset.
- Minimum **2 years of experience** in digital media.
- Strong understanding of new media trends, digital platforms, content automation and innovation.
- Proficiency in analytics and performance tools, including YouTube Studio and similar software.
- Excellent knowledge of athletics, its rules and terminology.
- Deep understanding of social media ecosystems and audience behavior.
- Highly organized with strong prioritization skills and attention to detail.
- Creative mindset with the ability to propose and deliver innovative ideas.
- Strong communicator with excellent interpersonal skills; collaborative team player.
- Comfortable working across cultures, fast-paced environments and demanding timelines.
- Integrity, loyalty, professionalism and exemplary work ethic.
- Ability to lead by example and inspire high performance.

Key Responsibilities

Management Under the supervision of the Head of Digital Media, you provide operational support and guidance to video editors and content teams.

Digital Partnerships

- Lead and nurture relationships with YouTube and broadcast partners to maximize the value and visibility of World Athletics' digital video rights carveouts.
- Identify strategic opportunities to innovate and optimize workflows, ensuring efficient resource utilization.
- Oversee the acquisition of new digital media tools and technologies; manage ongoing relationships with external providers.

Content Strategy & Creation

- Design and implement the multimedia content strategy for **World Athletics' YouTube channels** and **World Athletics+**.
- Plan, produce and deliver impactful, high-quality content that inspires global audiences and aligns with brand objectives.

Performance Monitoring

- Use monitoring and analytics tools to track, assess and report on the performance of YouTube channels, World Athletics+, and rights carve-out usage.
- Stay up to date with emerging trends, best practices and competitor activity in the digital media space.

Event Reporting

- Act as a member of the **Editorial Team** during World Athletics Series events, when required.
- Produce multimedia content and reporting from one-day meetings (e.g., Wanda Diamond League, World Indoor Tour, Continental Tour).
- Contribute to athlete projects, special events, World Athletics Forums and Awards.

What We Offer

- A passionate, talented team that loves what they do.
- Inclusive and friendly work environment with colleagues from diverse backgrounds.
- A workplace committed to diversity, inclusion and equal opportunities.
- Year-round wellbeing and team-building activities (including travel and ski events).
- Exceptional work-life setting in **Monaco**: sea, mountains, 300 days of sunshine per year, and a safe community.
- Competitive compensation package includes **medical coverage, life insurance and income protection**.
- **Hybrid work** model: 1 day per week of teleworking.
- Opportunities for training, growth and professional development.

How to Apply Please send the following documents in English to jobs@worldathletics.org by 8 March 2026:

- Up-to-date CV
- Cover letter explaining your motivation and relevant experience
- Details of current remuneration
- Names and contact details of **three referees** (referees will only be contacted at final interview stage)
- Any other supporting document you consider relevant