



## HEAD OF DIGITAL MEDIA

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 THE Communication team and contribute to shaping the future of the most participated sport on the planet and the number one Olympic sport.

We're looking for a visionary and hands-on Head of Digital Media to lead the strategic development of World Athletics' digital ecosystem. Reporting to the Director of Communications and working closely with the Broadcast, Commercial, IT, and Marketing Departments, you will be responsible for shaping channel strategies, evolving our content approach, and balancing the dual goals of deepening fan engagement and supporting core federation business objectives. This role will own the direction of our owned-and-operated digital platforms (website, app, email, messaging, etc.) and our social media channels, with a focus on maximising reach, relevance, and revenue.

You will lead a talented team of digital specialists and work closely with internal stakeholders, athletes, event organisers, and partners to elevate how the sport is reported, shared, and experienced.

The role is based at World Athletics' Head Quarters in Monaco.

### 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 115 representing 30 different nationalities. Lord Sebastian Coe was elected as the current World Athletics President in August 2015, reelected 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.

### Description of key responsibilities of the position

#### Digital Strategy & Leadership

- Define and lead the overall digital vision and strategy for World Athletics across all platforms (social, web, app, email, messaging).
- Develop a clear roadmap that aligns fan-first content experiences with business goals including revenue generation, data growth, and commercial visibility.
- Identify emerging digital trends and technologies to keep World Athletics at the forefront of innovation in sport.

#### Channel & Content Development

- Create platform-specific content strategies that grow audiences, deepen fan loyalty, and reflect the diversity and energy of global athletics.
- Define the editorial strategy for digital channels with close collaboration with the wider Communications Team ensuring a compelling, consistent voice across platforms.
- Develop frameworks to increase storytelling around the sport, athletes, records, and competitions — making the sport more accessible and exciting for both avid and fans.

#### Engagement & Revenue Growth



## WORLD ATHLETICS

- Lead initiatives to convert engagement into value, including monetisation of content, branded partnerships, and digital fan products.
- Collaborate with the Marketing and Commercial Departments to develop fan data strategies to drive personalised engagement, loyalty-building opportunities and partner activations and campaigns.

### Performance & Reporting

- Establish KPIs and dashboards to measure digital impact and performance.
- Regularly report on campaign results, fan engagement metrics, and business outcomes, with clear recommendations.
- Use analytics and insights to optimise content and improve user experience across platforms.

### Team & Stakeholder Leadership

- Lead and develop a cross-functional digital team including social, content, editorial, data and platform specialists.
- Collaborate with event organisers, member federations, athletes and their representatives to amplify aligned digital narratives.
- Manage relationships with external agencies, vendors, and digital partners.

### Skills and experience required

- 8+ years' experience in digital leadership roles, ideally in sport, entertainment, or media.
- Proven track record in building digital ecosystems, driving engagement growth, and delivering business results.
- Deep understanding of social media trends, audience behaviours, and storytelling formats.
- Experience managing high-performance content teams and digital specialists.
- Strong commercial awareness and experience integrating content and revenue strategies.
- Excellent stakeholder management and communication skills.

### Nice to Have

- Passion for athletics and a good understanding of the global sports media landscape.
- Experience working with international federations, rights holders, or large-scale events.
- Familiarity with fan CRM platforms, such as Bloomreach, data-driven content planning, or OTT platforms.

### 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](mailto:emploi@worldathletics.org) before **August 3<sup>rd</sup>, 2025**

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)