



## SOCIAL MEDIA EDITOR

You are a creative and experienced communicator?

You have a solid understanding of the social media landscape?

You enjoy international, multicultural and global challenges?

You love sport?

Come and join World Athletics' digital team and help shape the future of the number 1 Olympic sport.

World Athletics is seeking an experienced social media editor and community manager to enhance its team. Reporting directly to the Head of Digital Media, the successful candidate will develop, create and edit creative content for World Athletics' digital platforms.

### 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. World Athletics organises leading athletics competitions worldwide. World Athletics is based in Monaco, has a staff of over 90 representing 31 different nationalities.

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.

### Your main responsibilities :

#### **Content creation**

- Create, develop, oversee, plan, and deliver engaging and innovative multimedia content – text and visual – for World Athletics social media channels, including but not limited to Facebook, Twitter, Instagram, TikTok, YouTube and adapt content to suit different channels
- Deliver exclusive new pieces and/or interviews as part of the editorial events coverage established by the editorial team

#### **Monitoring & Engagement**

- Daily monitoring of all athletics-related news and updates around the globe
- Manage and facilitate social media communities and core audiences by responding to posts and messages, developing discussions and creating an engaged community
- Expand our audience beyond core athletics fans, identify potential fans via other sports or interests
- Research latest trends and techniques to monitor and measure World Athletics social media performance and analyse competitor activity.

#### **Remote coverage**

- Flexibility to work weekends; provide remote coverage of athletics events which often happen at weekends
- Coverage aligning with different, non-European time-zones – especially the Americas and Asia. Working hours will be adapted so that a 24/7 monitoring can be implemented.

#### **Reporting from events**

- Member of the World Athletics Editorial Team who will cover World Athletics Series events, if and when required
- Reporting and multimedia content creation from one-day circuit



**WORLD  
ATHLETICS**

- Athlete-related projects, special events projects, World Athletics forums and Awards ceremonies...

#### **Your skills and experience:**

- Previous experience in digital media required (minimum 3 years)
- Degree in either of the following: journalism, digital marketing, media and communications
- Very good knowledge of the sport of athletics and its rules & terminology
- A solid understanding of the use and range of social media platforms
- Team player, motivation and commitment
- Strong organisational skills with the capacity to prioritise and work across multiple projects, an eye for detail and the ability to work accurately
- Ability to propose creative initiatives and think outside the box
- Proficient in Photoshop & video editing softwares
- Knowledge and understanding of algorithms, monitoring and analysing software including but not limited to Google analytics, Facebook insights, ...
- Excellent English skills, both written and spoken - other languages are an asset
- Capacity to adapt to local cultures and situations while maintaining high standards in World Athletics operations

#### **What we offer :**

- Comprehensive package, including medical insurance
- 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 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 to [emploi@worldathletics.org](mailto:emploi@worldathletics.org) before 09/02/2024:

- 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)