



Social Media Editor

World Athletics is looking for a **creative, dynamic Social Media Editor** to help shape how millions of fans experience the world's most participated sport. Are you passionate about sport, storytelling, and digital engagement? This role is for you!

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

- Minimum **2 years of previous experience** in digital media, strong understanding of major social media platforms and their uses, experience with analytics platforms such as Google Analytics and Facebook Insights
- Excellent knowledge of the sport of athletics and its rules & terminology, knowledge of algorithms and performance-monitoring tools
- Proficiency in Microsoft Office tools and in Photoshop and video-editing software,
- Degree in **journalism, digital media, digital marketing, communications** or related fields
- **Excellent English** (written/spoken) required, **good French** highly desirable. Additional languages are an asset
- Effective team player with high motivation and commitment, excellent interpersonal and communication skills
- Capacity to prioritize tasks and manage multiple projects simultaneously, strong organizational abilities and time-management skills
- Creative thinker able to propose innovative ideas with high attention to detail and ability to work with accuracy
- Flexibility to travel extensively and work outside regular hours, resilience and ability to perform under pressure in fast-paced environments
- Be prepared to travel extensively, flexibility to work outside traditional working hours and ability to work well under pressure in fast-paced environments
- Adaptability to different cultures and local contexts, high integrity, professionalism, and strong work ethic, leading by example

Key Responsibilities

Content Creation

- Develop and create engaging 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 news pieces and/or interviews as part of the editorial events coverage established by the editorial team
- Oversee, plan and deliver content across different World Athletics social media platforms
- Develop, launch and manage innovative formats including but not limited to competitions, campaigns, quizzes, etc.

Monitoring & Engagement

- Monitor global athletics news daily and identify key updates relevant to World Athletics.
- Manage and grow social media communities by engaging with users, responding to messages, and fostering active discussions.
- Expand audiences beyond core athletics fans by identifying potential followers through other sports or related interests.
- Track performance using monitoring and analytics tools, research industry trends, and analyze competitor activity to optimize social media strategy.

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 by the Digital Content Manager and Head of Digital Media
- Reporting and multimedia content creation from one-day circuit including but not limited to Wanda Diamond League, World Indoor Tour or Continental Tour meetings if and when required by the Digital Content Manager and Head of Digital Media
- Athlete-related projects, special events projects, World Athletics forums and Awards ceremonies...

What We Offer

- A passionate, talented team that loves what they do
- **Hybrid work** model: 1 day per week of teleworking
- 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)
- Competitive compensation package includes **medical coverage, life insurance and income protection**
- Opportunities for training, growth and professional development
- Exceptional work-life setting in **Monaco**: sea, mountains, 300 days of sunshine per year, and a safe community

How to Apply

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

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

Respect - Integrity - Leadership - Commitment - Innovation - Excellence