



COMMUNICATIONS MANAGER

If you are a strong communicator, with a strategic mindset, excellent relationship-building skills, and a strong understanding of Global PR and marketing strategies. If you love the sport, are stimulated by multicultural environments and excel at storytelling, come and join World Athletics and contribute to shaping the future of the most participated sport on the planet and the number one Olympic sport.

World Athletics is seeking an experienced **Communications Manager** to join a creative, dynamic, and committed Communications team of thirteen members.

The position is based at World Athletics' Headquarters in Monaco and involves a significant amount of travel.

General overview of the position

The Communications Manager will develop and implement comprehensive, global media relations and communications strategies, which positively promote and enhance the reputation and visibility of World Athletics, its Executive Team and the events it holds across the world. They will collaborate closely with the newly appointed PR and Campaigns Manager, who will be their peer in the organisation.

Reporting to and working directly with the Head of Communications, the successful candidate will be responsible for proactive and reactive media relations and communications, and running the World Athletics Press Office (including some out of hours cover).

The role requires a strong communicator with a strategic mindset, extensive sports media contacts and excellent writing ability. Exercising extremely high judgment in a fast-paced environment, with the ability to meet narrow timeframes, particularly by injecting logic and care into strategic communications, is critical. You will have a passion for athletics and storytelling, as there are so many wonderful stories to be found in this sport.

You will also be responsible for our internal communications strategy and tasked with optimising our internal communication channels, working across all areas of the organisation.

A proven track-record in delivering effective and fully integrated global media relations and communications strategies within the sports industry is essential.

About World Athletics

More people around the world participate in athletics than any other sport.

World Athletics is the international governing body for the sport of athletics which includes track, field, and road events. It includes six continental federations and 214 national federations, each a member of World Athletics.

World Athletics organises leading athletics competitions worldwide including World Athletics Series (WAS) events, and its flagship, the biennial World Athletics Championships. It also oversees 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**, and has a staff of approximately 100 representing over 30 different nationalities. Lord Sebastian Coe was elected as World Athletics President in August 2015 and reelected in 2019 and 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 organisation. They also aim at developing the whole sport – from playgrounds and parks to Olympic Podiums.

Description of key responsibilities of the position:

- Closely support World Athletics' Head of Communications to ensure World Athletics' voice and message is effectively conveyed.

- Collaborate with the Head of Communications to craft clear and impactful messaging, develop talking points, presentations, and other communication materials for executives that align with the organisation's strategy, vision, and goals (including World Athletics' Council and other corporate activities).
- Collaborate with global stakeholders to define key messages and ensure consistent communication across various channels.
- Conduct research and monitor industry trends and developments to identify opportunities for enhancing executive communications.
- Take responsibility for running the World Athletics' Press Office and responding to media requests (including some out of hours cover), while ensuring the promotion of an optimal external image for World Athletics and the sport.
- Organise World Athletics' press conferences at all World Athletics Series (WAS) events.
- Collaborate with all departments across the organisation to ensure consistent messaging and alignment on key topics.
- Supervise all internal World Athletics communication within HQ and through its decision-making committees and commissions.
- Provide guidance and support to the Director of Communications and Head of Communications during high-pressure situations and ensure timely and accurate communication to relevant stakeholders.
- Occasionally act as spokesperson for World Athletics in agreement with the Director of Communications, who is World Athletics' main spokesperson.
- Ensure World Athletics is relevant and in step with market trends in the creation and distribution of its content including written, photographic, television, digital and radio.
- Serve as an ambassador for World Athletics and uphold the Federation's interests and integrity.

Skills and experience required:

- At least five years' experience in the sports communications industry with English as the primary communication language – other languages a distinct advantage.
- Proven experience of developing and delivering sports media relations and communications strategies and excellent writing ability is essential.
- Experience working across international territories and a broad network of global media contacts.
- A strong communicator with a strategic mindset.
- The ability to exercise extremely high judgment in a fast-paced environment, under narrow timeframes.
- A strong understanding of global PR and marketing strategies.
- Politically aware, with a strong understanding of how the sports sector operates on a global scale.
- An expert understanding of current communications technologies.
- A clear, passionate, and engaging presenter; experienced in presenting to Senior Management and Boards.
- A creative and inquisitive person who thrives on learning and developing their skills and experience.
- Exceptional organisational and prioritisation skills.
- Strong knowledge and understanding of media relations and social media platform communication.
- Experience in stakeholder relations and internal communications.
- Strong project and financial management skills

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 per 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 your doorstep, 300 days of sunshine 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 before **24 November 2023**.

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)