



# Senior Marketing Manager

## Products & Campaigns

World Athletics is looking for a **Senior Marketing Manager – Products & Campaigns** to elevate the global visibility of our events, digital products, and fan experiences. You will shape and lead integrated marketing strategies that connect athletes, fans, partners, and member federations worldwide. Are you passionate about marketing and sport? This role is for you!

This position is based at **World Athletics Headquarters in Monaco**.

### About World Athletics [www.worldathletics.org](http://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 7 years of experience in marketing**, ideally within sport, major events, media, or rights-holder environments.
- **Excellent fluency in English** (written and spoken) required, **and intermediate in French**. Additional languages are an asset.
- Demonstrated success leading integrated, multi-market campaigns on a scale.
- Experience managing agencies and influencing within matrix organizations.
- Familiar with marketing tools across CRM, advertising and creative platforms, such as Google Analytics, Adobe Creative Cloud, Figman, Bloomreach and Asana
- Strong command of Microsoft Office and Adobe Creative Suite.
- Strong understanding of elite sport, fan engagement, and global storytelling.
- **Master’s degree in marketing, branding, communications** or related fields.
- Experience with international federations, major sports properties, or large global event organizations is highly valued.
- Solid understanding of broadcast rights, sponsorship ecosystems, and licensing frameworks.
- Ability to thrive in complex stakeholder environments, including with broadcasters and commercial partners.
- Strategic thinker with strong operational and implementation skills.
- Demonstrate uncompromising integrity and respect for others.
- Strong verbal communication and relationship-building skills.
- Ability to manage multiple priorities with efficiency and structure.

- Comfortable working in a culturally diverse, global environment.
- A strong team player who collaborates proactively.
- Flexible, committed, and solution oriented.
- Demonstrates initiative, curiosity, and a continuous-improvement mindset.
- Outstanding communication, relationship-building, and presentation abilities.
- Creative mindset with an eye for detail and brand coherence.
- Resilient and collaborative in a fast-paced global environment.
- Flexible and service-oriented approach focused on exceeding expectations.
- Extensive travels.
- Genuine passion and knowledge of athletics.

## Key Responsibilities

### Product & Event Marketing

- Develop compelling, insight-driven value propositions for major competitions and digital products (website, app, World Athletics+).
- Collaborate closely with Commercial, Broadcast, IT, Digital, and Communications teams to ensure seamless alignment from strategy to fan-facing execution.
- Design clear audience frameworks to better serve fans, athletes, member federations, broadcasters, and commercial partners.
- Lead go-to-market strategies for core federation initiatives such as Kids' Athletics or campaigns targeting coaches and officials.

### Campaign Strategy & Global Activation

- Build and execute holistic global marketing strategies that drive fan growth, engagement, and commercial outcomes.
- Plan and deliver integrated campaigns across owned, earned, and paid channels (digital, social, content, broadcast, PR, in-venue, partner platforms).
- Oversee CRM programs and user journeys; experience with Bloomreach is an asset.
- Lead campaign planning calendars, creative briefing processes, and creative development in partnership with internal teams and external agencies.

### Commercial & Stakeholder Collaboration

- Serve as a strategic marketing partner to the Commercial team, building impactful sponsor and licensing activations.
- Work collaboratively with broadcasters, partners, athletes, and member federations to amplify campaigns and ensure messaging consistency.
- Provide marketing leadership within cross-functional and multi-stakeholder groups to ensure alignment and excellence.

### Performance, Insights & Optimization

- Define KPIs for campaigns and product launches (reach, engagement, participation, audience, revenue, partner objectives).
- Apply fan insights, market intelligence, and performance data to optimize impact and inform future strategy.
- Contribute to organizational learning by sharing insights that strengthen the department's mission to be the voice of the fan.
- Deliver comprehensive post-campaign evaluations and actionable recommendations for senior leadership.

## 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](mailto:jobs@worldathletics.org) by 18 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

Respect - Integrity - Leadership - Commitment - Innovation - Excellence