



## BRAND EXPERIENCE COORDINATOR

If you want to grow the World Athletics brand, and provide marketing support to the organisation, by assisting with creative development of campaigns and collateral and coordinating the day-to-day fan experience activities both at events and during the year.

World Athletics is looking for a highly motivated **Brand Experience Coordinator** with 2-3 years of experience to join a small multi-tasking Marketing team.

### 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 associations 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 98 representing 31 different nationalities. Lord Sebastian Coe was elected as the World Athletics President in August 2015 and re-elected in 2019 and 2023. He has 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.

### Key responsibilities of the role:

- Be part of the team to develop and deliver marketing campaigns.
- Work with departments to ensure their marketing needs are delivered and all creative work, ideas and content are right for the Organisation and Brand.
- Work with external agencies and partners on developing creative content.
- Execute marketing campaigns, bringing the activities to life, keeping to time and budget constraints.
- Operate as a central hub of knowledge on all elements of the World Athletics Brand, ensuring the tools and guidelines are kept up to date and easy to access.
- Work as part of the team to support fan facing experiential activations at the World Athletics Series events and through the year, answering fan enquiries in a timely manner.
- Build strong relationships with key stakeholders within the World Athletics family, ensuring they are engaged in the development and roll out of projects.

- Constantly review and share ideas to ensure World Athletics is ahead of the game.

### Skills and experience:

- 2-3 years relevant experience within a customer/fan facing marketing role.
- Experience and a solid understanding of how to interpret Brand guidelines.
- Preparation of marketing briefs and evaluation of creative work.
- Be knowledgeable about the creative, design and production process.
- Be a marketing enthusiast, ideally with marketing qualifications in some form.
- Have a fine eye for detail, constantly checking work and acting as a Brand guardian.
- Be used to working in a fast-paced environment, with great time management and the ability to juggle several projects at the same time.
- Good customer service skills with strong organisational skills
- A self-starter able to effectively manage their time and tasks within their remit.
- Organised, multi-tasker, with brand and marketing experience.
- Fluent in English and French
- Good level of another major language is an asset.
- Proficient user of Microsoft Office applications and Adobe creative suite.
- Requested to travel from time to time.

### 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 **December 22, 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)