



## Head of Communications

<b>Reports to</b>	Executive Director, Communications
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Main internal contacts	Main external contacts
President and CEO, the Executive Board, IAAF Council, All IAAF Departments, Area Associations and Member Federations	Global fans and the public, global media, governments and departments around the world, Local organising committees of IAAF events and organisers of label events, IAAF sponsors and partners,

## ABOUT IAAF

The International Association of Athletics Federation (IAAF) is the international governing body for the sport of athletics that includes track, field and road events. It includes 6 continental federations and 214 national federations, each a member of the IAAF.

“The IAAF organises the leading athletics competitions worldwide including the World Athletics Series (WAS) of events and its flagship the biennial IAAF World Championships, and administers One-Day Meeting circuits such as the World Indoor Tour and Diamond League and Road Race Label events. Athletics is the no. 1 sport in the Olympic Games and its vision is to be a top 4 global sport by 2020. The mission of the IAAF is to lead, govern, and develop the sport of Athletics in all its forms worldwide uniting the Athletics family in a spirit of Excellence, Integrity and Solidarity.”

The IAAF is based in Monaco, has a staff of over 70 representing 18 different nationalities. Lord Sebastian Coe was elected as the current IAAF President in August 2015, and has since instigated a period of high profile organizational transformation and modernization as well as wide spread reforms across the sport globally.

2017 has been a strong year for the sport. Spectacular competitions with great audiences have been held in Uganda, Bahamas, Kenya and its World Championships in London. The sport continues to undergo radical review – a revolution - which includes remaining relevant, revenue generation, rule reviews, relationships, rebranding, reengineering elements of the sport and reconnecting the world’s biggest sport movement, running, with the elite events that people love to watch. Needless to say this is an exciting, stimulating and busy time to join the IAAF.

## GENERAL OVERVIEW OF THE POSITION

Reporting to the Executive Director of Communications, the Head of Communications will be a key member of the team creating and developing the communication strategy for the IAAF, implementing activities and initiatives that promote the work the IAAF does and the events it holds across the world. The appointee will also be responsible for proactive and reactive media relations and will lead a strong team of individuals who create the content across all IAAF communication platforms. An understanding of athletics, a track-record in delivering effective global communication programmes and significant experience in sport communication is essential as the appointee will need to hit the ground running.

The position, based in Monaco, involves a significant amount of travel. It is both highly strategic and creative and the candidate will need to have a proven track record in both areas together with exceptional global communications delivery.



## MAIN ACTIVITIES / RESPONSIBILITIES

- Closely support the IAAF Executive Director of Communications in matters of IAAF Image and Messaging, acting as spokesperson for the IAAF on occasions agreed with the Executive Director of Communications, who is the main IAAF spokesperson.
- Manage the areas of proactive and reactive corporate and event related PR, media relations, IAAF publications, Statistics and social media to ensure the promotion of an optimal external image of the IAAF and the sport.
- Lead a growing team of between 6 and 10 people and managing a global network of freelance writers and photographers.
- Responsible for organization of IAAF press conferences at all World Athletics Series (WAS) events.
- Manage relevant IAAF PR, Media Relations, and Editorial content creation teams (both internal and external) in close co-operation with the Executive Director of Communications.
- Devise and activate proactive communications' related projects to enhance the image and reputation of the IAAF, IAAF events and Athletics as a sport across the worldwide media, ensuring at all times that the vision and strategy of the IAAF is communicated correctly and clearly.
- Take responsibility for the creation and dissemination of written and spoken content of official statements/releases and press briefings/conferences (including IAAF Council and other corporate activities) as well as supervise all internal IAAF communication.
- Act as the Managing editor of the IAAF website and Newsletter, responsible for all content (both editorial, statistical and photographic) and all teams working on all IAAF websites and related social media platforms.
- Act as Head of the IAAF Diamond League Communications Media Working Group.
- Supervise a team coordinating the design and print production of IAAF Publications, although the editorial content of these publications will continue to be supplied by colleagues from relevant departments. Supervise a team to co-ordinate the Print and Online products of IAAF WAS Local Organising Committees in co-operation with relevant IAAF Departments.
- Ensure the IAAF is relevant and follows market trends in the creation and distribution of its content including written, photographic, television, digital and radio.
- Serve as an ambassador for the IAAF and uphold the Association's interests and integrity.

## A SUCCESSFUL CANDIDATE WILL

- Be a person of impeccable integrity
- Lead through example, inspiring high levels of excitement and performance
- Be a team-builder capable of motivating people to work for a common goal in a harmonious and positive environment. The ability to manage, engage, develop, retain and attract talent.



- Be an influential, effective individual; articulate, tactful and open in communicating with others, across multi-cultural, international boundaries.
- Be a committed and loyal individual, prepared to work the necessary hours and at weekends. Lead in terms of commitment and work ethic by personal example.
- Be prepared to travel extensively.
- An analytical, numerate and disciplined thinker who has the ability to think complex issues through and develop effective solutions and communications in a timely manner
- A strong communicator with exceptional writing skills, outstanding presentation skills with clear strategic communications experience.

## REQUIREMENTS

- At least 10 years' experience in the communications industry with English as the primary communication language.
- Proven experience of global communication strategy and delivery in the sports industry.
- Demonstrable experience in crisis and issues management.
- A clear, passionate and engaging presenter; experienced in presenting to Senior Management and Boards
- A big picture, strategic thinker able to make sound business and communication decisions with limited supervision.
- Bilingual or multilingual with written and spoken French a preference.
- A creative and inquisitive person who thrives on learning and developing their skills and experience.
- A leader able and willing to nurture and develop a growing team of global communicators who work in head office and remotely around the world
- Exceptional organisational and prioritisation skills.
- Strong knowledge and understanding of and experience in social media platforms and communication
- Experience working across international territories and an excellent network of global media contacts.

## HOW TO APPLY

The IAAF 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 [emploi@iaaf.org](mailto:emploi@iaaf.org) before **6 December 2017**

- 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)