

European Athletics Head of Communications

European Athletics organises a large number of high-level athletics events and activities, including the European Athletics Championships, which attracts a large media interest across the continent. The organisation continues to develop and is now looking to hire a highly motivated and results-driven senior communications professional with a minimum 10 years of experience in international sport. The person will be hugely passionate in ensuring the highest professional standards, someone who exceeds typical expectations in any role undertaken and who is looking to utilize their comprehensive skills and experience to represent a high-profile sporting organisation on the continental stage. This person will support the Executive Board and the Council in the development and professional implementation of the overall European Athletics communications strategy, in order to build the value of the European Athletics brand, promote its events and activities, and promote the sport to stakeholders, partners, media and the public. The position will be a full-time one based at the Head Office in Lausanne, Switzerland, and requires a willingness to travel on a regular basis including weekends.

Main Responsibilities

STRATEGY

Overall responsibility for the development and professional implementation of the overall European Athletics communication strategy in relation with the President, CEO, Executive Board and Head of President's Cabinet

Leading the ongoing development and delivery of a central communications strategy in line with organisational needs, covering media relations, e-communications, sponsor communications, internal communications, publications, stakeholder engagement and design

Managing the social media strategy in order to increase engagement on existing platforms, and drive the strategy on new and emerging platforms including live streaming platforms, preparing the requisite plans

Leading and controlling the strategy, content creation and publication process for the European Athletics website and all publications, preparing the requisite plans

Overall responsibility of the brand design strategy for European Athletics events and activities including liaison with local organising committees of major European Athletics events

BUDGET OPERATIONS, COMMUNICATION AND LEADERSHIP

Reporting to the CEO and working closely with the President

Running all aspects of the Communications Department (PR & Media Relations, Corporate Communications Events and Activities, Editorial, Video & Photography, Brand Design, Digital Media, Social Media, Media Operations and Services ...) and managing department employees

Overall responsibility for the budget of the Communications Department

Providing advice and guidance to senior management team on all communications matters, developing messaging and tactics as required for the effective handling of issues arising

Managing the relationships and work of external consultants and agencies providing services for the Communications Department

Developing and maintaining relationships with European Athletics Member Federations Communications Departments, including the organisation of Communication Seminars

Acting as official spokesperson and main point of contact for the media, maintaining strong links with key media around Europe

Preparing reports and/or reporting communication activities and results to the European Athletics Congress, Executive Board, Council

Supporting with relevant communication plans and content creation the Member Federation Development Department project management for I Run Clean/Running for All/European Running Business Conference, Seminars, etc.

Overall responsibility for all aspects of the annual Golden Tracks awards

Advising, supporting and tracking local organising committees (LOCs) of major European Athletics events on promotion, communication and ticketing strategies, creating synergies between the two organisations to ensure support of the LOCs goals

Conducting Requests for Proposals to select the best services providers for the European Athletics Communications Department

Establishing a close relationship with the television rightsholder of European Athletics events in relation to working together on digital and social media activities

Acting as the Media Delegate for all major European Athletics events, including the European Athletics Championships which attracts up to 2,000 television and media personnel

Oversight of the media operations and services for all major European Athletics events

Our requirements: profile, knowledge and skills

TECHNICAL, ORGANISATIONAL AND PERSONAL COMPETENCES

Minimum ten years of a proven successful career in a senior communications role in an international environment

Highly skilled in news/press release writing, speech writing, editing, with a keen understanding of a journalistic mindset

High profile in the European sports industry with extensive media contacts

Experience of budget management, and relevant contractual negotiations

Strong and self-confident personality, highly adept and comfortable with public speaking

Ability to keep calm under pressure

Ability to manage multiple complex projects and relationships at the same time across many different areas of communication

Experience of managing multiple people, content flows and approvals across website, publications, social media, brand design, etc. -- across departments

Confidence and ability to make multiple daily decisions

Creative mind and innovative mindset

Strong project and team management skills

Ability to build relationships and coalitions to maintain partnerships and service with a clear customer focus and strategic vision for services delivery

EDUCATION, LANGUAGE AND TECHNICAL COMPETENCES

Ideally English mother tongue or at least fluent in English, knowledge of French and/or German an advantage

Understanding of importance of research related to television, print and online media, social and digital media

In-depth knowledge and understanding of digital rights and platforms and its relationship with television and sponsorship activation

In-depth knowledge of social media platforms and social media content and its relationship with television and sponsorship activation

In-depth knowledge of brand design management and its application across television, digital and social media, event dressing, event presentation, etc.

In-depth knowledge of content management systems, both for websites and content distribution