

<b>JOB TITLE :</b>	<b>Head of Communications</b>
<b>DEPARTMENT :</b>	<b>AIU</b>
<b>REPORTING TO :</b>	Head of the AIU
<b>MANAGING OTHERS :</b>	No

<b>Type of contract :</b>	Unfixed term contract CDI	<b>Status :</b>	Cadre	<b>Level:</b>	Head
<b>Time :</b>	Full time	<b>Travel :</b>	Occasional		

#### GENERAL OVERVIEW OF THE POSITION

The Head of Communications creates communication strategies for AIU, implements activities and initiatives that promote the work AIU does. He/She is responsible for managing AIU's internal and external communications, public relations, create communication strategies, and may serve as the key spokesperson and media contact for the organization. The Head of Communications also manages media relations and the content across all AIU communication platforms. She/He demonstrates an understanding of athletics, delivers effective global communication programmes and shows experience in sport communication and antidoping. The Head of Communications is also responsible of the management of crisis.

#### DESCRIPTION OF KEY RESPONSIBILITIES OF THE POSITION

##### Communications

- Lead the Communications activities of the AIU
- Develop the communications strategy, which enhances public understanding of AIU and its value to sport of athletics, in line with the AIU Strategic Plan.
- Develop short- and long-term implementation plans for the communications strategy including annual planning of events, targets, and activities.
- Liaise closely with the AIU Board and Head of the AIU to ensure strategic communication goals are met.
- Collaborate closely with AIU Management team to identify communication ideas and opportunities and the relevant data and information in support.
- Identify and maintain external relationships with key influencers, stakeholders and media that drive the communications strategy.
- Manage and improve the use of social media, AIU web site, speaking engagements, conferences, forums and other communication channels.
- Research and write briefing materials, compose and edit press releases, organisational literature, and articles for internal and external use.
- Support the education function of the AIU in delivering the education strategy
- Draft the AIU's reports to the World Athletics Congress, Council, and other key partners such as the road running industry.

- Manage and build relations with World Athletics and its constituents (MFs, Meetings, ARs, Sponsors etc.) and important actors in sports integrity space such as WADA, NADOs, ITA, COE, IOC etc.
- Create and manage budgets for the communications function of the AIU

### Public/Media Relations

- Ensure the organisation protects and promotes its image in a proper, coordinated, and consistent manner by detecting public relations issues as they emerge and address them directly.
- Be able to handle sensitive media issues/crisis communications and providing prompt counsel/media responses.
- Organise and manage media interviews and press conferences around events and industry gatherings. Manage media inquiries and interview requests on a regular basis.
- Monitor, analyse and communicate PR results on a quarterly basis
- Leverage and nurture a strong industry and media network (sport, business, legal and related science).
- Pitch stories for the mainstream media to tell - highlighting the achievements of the AIU and the quality of its work
- Develop a media relations strategy that builds the reputation of AIU, seeking high-level comment placements in mainstream media including print, online and broadcast media.
- Brief AIU Board Members, Head of the AIU and other persons within AIU and World Athletics (matters related to AIU) on communicating with the media; be the first point of contact for media inquiries and directly handle the PR response to issues working with the Head of the AIU and the Management Team
- Act as a media spokesperson on behalf of AIU, addressing media issues and questions in agreement with the Head of AIU.

### SKILLS & EXPERIENCE REQUIRED

- At least 8 years' experience in the communications industry
- English as the primary communication language with multi-lingual capability highly desirable.
- Understanding of the global sports integrity landscape and Anti-doping in particular
- Must have a high level of integrity and an ability to be discrete and tactful, with due respect for confidentiality.
- Proven experience of global communication and corporate image development strategy.
- 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 and experience in social media platforms and communication.
- Experience working across international territories and an excellent network of global media contacts.

#### SOFT SKILLS & EXPECTED BEHAVIOUR

- Must have a high level of integrity and an ability to be discrete and tactful, with due respect for confidentiality.
- 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.
- 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.
- Be an influential, effective individual; articulate, tactful and open in communicating with others, across multi-cultural, international boundaries.
- Be prepared to travel.
- 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

#### LANGUAGES & IT

- Excellent level of English both written and verbal
- Working level of French an advantage
- Competency in other languages a bonus

#### EDUCATIONAL BACKGROUND

- University's degree in Communications or journalism