



SENIOR MANAGER, MEDIA RELATIONS AND COMMUNICATIONS

Group: Communications
Location: WADA Headquarters
Reports to: Director, Communications

Please send your expression of interest and resume to hr@wada-ama.org

Posting deadline: 30 April 2017 (09:00 EDT)

OVERVIEW

The Communications Department is responsible for developing and implementing WADA's Communications Strategy and Plan in support of the Agency's strategic priorities. In so doing, the Department promotes the WADA brand, its vision and mission and protects its reputation.

The Department, which is comprised of six staff, has a global communications remit that includes:

- Communications Strategy and Planning
- Anti-Doping Organization Engagement
- Athlete Relations
- Branding and Corporate Identity
- Corporate Communications
- Digital
- Internal Communications
- Media Relations

Reporting to the Communications Director, the successful candidate will primarily be responsible for WADA's media relations activities. This includes the design and deployment of strategic, targeted media relations aimed at increasing awareness of WADA, protecting its reputation and enhancing the Agency's public profile internationally.

PRIMARY RESPONSIBILITIES

Media Relations

- As WADA's primary media contact, proactively and reactively develop and convey WADA's positioning as required via the media to all WADA stakeholders.
- Manage media issues and crises on the "front line".
- Develop and disseminate WADA's positioning in an integrated fashion, via various communications channels, in a way that informs, engages and inspires key audiences; and, that promotes WADA in its role as the Leader of Clean Sport:

- Messaging
 - Media releases, backgrounders, Q&As, etc.
 - OpEds
 - Interviews
 - Social media
 - Speaking notes
 - Speeches
- Maintain contact with the leading news organizations and foster effective relationships with key members, including specialized media.
 - Receive and analyze daily media requests and respond in a timely manner.
 - Supervise daily media monitoring.
 - Oversee quarterly media analyses.
 - Develop and oversee issues management database.
 - Develop and deploy issue management plans.
 - Manage all media events such as media conferences, interviews, symposiums, etc.
 - Play an active role in developing WADA's visibility, by preparing and implementing proactive strategies for positioning the organization and its senior management with international and specialized media.
 - Provide strategic advice and training for senior management; in particular, the President and Director General, with regard to their media relations, i.e. interviews, speeches, media conferences, etc.
 - Stay abreast of industry news and media trends; and, advise management when action needs to be taken.
 - Through media relations activities, contribute actively to deploying the organization's branding and corporate identity strategy.
 - Lead contact with spokespersons of other Anti-Doping Organizations on media-related issues; manage overarching anti-doping messages; and, provide advice, resources and material as needed.

Communications Strategy, Planning and Execution

- Including and beyond media, develop communications strategies and tactical plans, and execute these plans end-to-end.
- As business partner to a number of functions within WADA, supports their business priorities to ensure that their needs, and those of stakeholders, are met in line with the brand.
- Beyond media channels, develop and disseminate WADA's positioning in an integrated fashion, via various communications channels, in a way that informs, engages and inspires key audiences, i.e.:
 - Presentations
 - Digital publications
 - Blog
 - Video
 - Webinars
 - Etc.

Blog

- In conjunction with the Manager, Communications and Digital Marketing, develop a blog and manage its content in line with the strategy.

Social Media

- In conjunction with the Manager, Communications and Digital Marketing, develop and manage social media footprint; and, develop and disseminate content in line with the social media strategy.

Other

- Collaborate with Communications Team to deliver larger, multi-faceted projects.
- Act as brand guardian by advocating and ensuring consistent application of WADA's brand across all channels.
- Host webinars, be video interviewer.

General administration

- Manage external consultants.
- Provide reporting on activities.
- Measure value of all activities.
- Oversee media relations budget with Director.

QUALIFICATIONS

- Ten years' experience in media relations and communications – in a corporate or agency environment.
- Degree, preferably in journalism, communications, public relations and/or sports administration.
- Bilingual - French and English (excellent written and oral skills required).
- Experience as corporate spokesperson.
- Proven track record in effective written and oral communications for media and other audiences – good 'storyteller'.
- Interest in the field of Anti-Doping and sport in general.
- Strategic, innovative and tactical ability (and interest).
- Excellent relationship-building skills, especially in cultivating and maintaining a trusted advisor relationship with senior leadership.
- Flexible self-starter and ability to multi-task in a fast-paced, often high stress, environment.
- Collaborative, team oriented-style.
- Proficiency in Microsoft Office Suite.
- Availability for moderate international travel with occasional evening and weekend work.