

Job Description

Job Title

Head of Media and Communications

Reports To

General Secretary

Job Overview

The Head of Media and Communications is responsible for all internal and external communications for the Regional Association, ensuring its message is consistent and engaging. The main duties include preparing detailed media reports, press releases, communication of all the Regional Association's activities to the right audience using the best channels in a timely matter, brand management, increasing media visibility, maintenance of good public relations, and maintenance of good relations with all sort of external media including social media.

Responsibilities and Duties

- Develop and implement effective communication strategies to further improve the Regional Association's brand and ensure awareness of its activities
- Develop and implement a Media plan and calendar
- Implement a wide range of public relations and marketing communications programmes involving local and international media relations, brand and reputation management, events management, as well as print and electronic communications.
- Provide overall direction including developing programs for corporate communications, branding initiatives, internal communications, and external media relations
- Prepare detailed media activity reports.
- Create informative and interesting press releases, press kits, newsletters, and related marketing materials (print and social media)
- Oversee and manage media relations, crisis, and reputation management
- Be responsible for valuable, relevant and consistent content management of websites and other online media

- Supervise and/or advise for all projects to guarantee all content is aligned to the communications strategy.
- Oversee and/or advise Media operations in all the Regional Association's activities
- Respond to communication-related issues in a timely manner.
- Engage with staff and volunteers through communication programmes to help transform information into knowledge, remove barriers and conflicts and support/understand the objectives and goals of the Regional Association
- Prepare and write Media & Communications department strategic plan (minimum 4 years)
- Support the Regional Association management with preparation and writing of the Regional Association's strategic plan
- Assign yearly KPIs to the staff in the Media and Communications Department (if applicable)
- Prepare and present updates to respective committee (if applicable)
- Any other responsibilities and/or duties assigned by the General Secretary

Deliverables

- Meet yearly targets set by the Regional Association's management for the Media and Communications Department

Job Requirements

- Excellent written and verbal communication skills
- Good relationships with local and international media
- Strong ability to engage senior management and external stakeholders.
- Experience in conceptualising and implementing campaigns across communications platforms.
- Proven leadership, project management and organizational abilities
- Proven experience creating targeted content
- Strong knowledge of communication practices and techniques including digital media
- Must be able to multitask and work well under pressure
- Ability to be objective and exercise good judgement
- Team player in accomplishing responsibilities, and with a strong sense of integrity and inclusion

- Proven ability to positively work with culturally diverse teams and partners.
- Excellent networking skills and ability to quickly establish trust and good working relationships with many football stakeholders, internally and externally
- Hold a nationality of one of the Regional Association's members
- Good understanding of the region
- Proficient in using MS Office applications (Word, PowerPoint, Excel)

Experience

- At least 5 years' experience in a similar role
- Experience within football/sports industry is an added advantage

Education

- Bachelor's degree in Communications, Journalism, Media Relations or PR or relevant field

Languages

- English Fluency
- At least one regional local language