



**Job Title:** Media Officer

**Reports to:** Head of Media

**Location:** Home working or World Curling Federation Office, Perth Scotland (with requirements for travel to events)

**Hours:** Full-time. Irregular working hours during championships will be required.

### **Job Purpose**

The World Curling Federation is seeking an ambitious and creative media officer to join the existing World Curling media team in delivering its international events and to promote the sport of curling worldwide.

The World Curling Federation Media Officer will be immersed in the operation of the organisation's media team — whether that is working remotely, in the office in Scotland or on the road at international championships throughout the year.

### **Main Deliverables**

The role requires a desire to get involved with every aspect of the media requirements of the organisation, however the tasks and responsibilities will include:

- Develop and write original feature articles
- Work alongside the existing media team members to increase the visibility and positive perception of the sport globally
- Become the primary media contact for the World Curling Federation Member Associations within the European Zone
- Engage with international journalists for press requests
- Manage contractors at international events to produce coverage (in the absence of Head of Media)
- Manage Media Operations at identified international events
- Write and edit content for newsletters, the Federation's website, the Annual Review publication, media guides and competition reporting
- Contribute to the Federation's social media content and strategy
- Monthly analytics reporting on the Federation's social media accounts and website
- Work closely with the existing media team to develop content calendars
- Work closely with the Competition and Development Officers to showcase the Federation's development offerings
- Proactively seek out new and better ways to communicate messages and contribute ideas to the media team
- General support to the Head of Media

## **Candidate Requirements**

### Essential

- Excellent written communication skills in English for various audiences and platforms
- Ability to write clear, accurate and engaging copy
- A keen eye for detail
- Knowledgeable of social media trends and running a variety of accounts in a professional environment
- Capable of working to deadlines and balancing multiple tasks at one time
- Works well in a small team
- Good command of Microsoft Office programmes
- Evidence of working in busy press environments
- Educated to degree level (communications, public relations or journalism) or 2+ years' experience in a communication's role

### Desirable

- Knowledge and skills using Adobe Creative Suite software
- Passion for sport and an understanding of curling
- Experience with using WordPress
- Experience with using MailChimp
- Can speak more than one language (English essential)

## **Application Details**

Applications should be in the form of a CV and covering letter. Please indicate salary requirements in your covering letter.

Applications must be submitted by email to [chris.hamilton@worldcurling.org](mailto:chris.hamilton@worldcurling.org) no later than **Friday 16 July**.