

IBSA Media Officer (Part-Time)

The International Blind Sports Association (IBSA) is the world's leading sports organization for people with visual impairments and a founding member of the Paralympic Movement.

IBSA is the International Federation for nine sports, three of which are present at the Paralympics, as well as being the only global body dedicated to the promotion and défense of athletes with visual impairments.

IBSA has members and athletes on five continents and organizes around 20 major competitions every year. Additionally, the IBSA World Games - IBSA's flagship event - will take place in August 2023.

With blind football, judo and goalball in our family, the role of IBSA Media Officer will be challenging and challenging but offers the right candidate a unique opportunity to make an impact on a global stage.

Essential experience

- Ability to demonstrate a high level of knowledge and competence within the communication functions.
- Strong interpersonal skills and management of relations with the public, skills in the management and implementation of events.
- Promotion of sporting events.
- Website content management systems, preferably WordPress.
- Knowledge of web and digital accessibility and how to apply it.
- Social media management, creation of a media and communication strategy.
- Sports journalism.
- Good experience in media and communication for IBSA sports disciplines, enhancement of Paralympic athletes.
- Excellent understanding of broadcasting organization, rights, and live streaming.

Qualifications

- Native English speaker or English degree qualification; a second foreign language is preferable.

Master's Degree in Mass Media Communications

Roles and responsibilities

- Management and evaluation of e-mail hosting for IBSA Officials.
- Work with the webmaster to evaluate the current website and make it accessible for people with visual impairments, redesign it, website updates and link with the web developers.
- Management of IBSA brand and control.
- Care of the annual calendar of contents around the competitions (previews, reviews), stories / interviews of athletes, announcements, development activities, the role of IBSA in collaboration with the presidents of IBSA subcommittees;
- Introduce the President and the Board of Directors; carry out interviews with the media on the strategy and role of IBSA.
- Collaborate with management and sports teams to ensure that all IBSA sports and sports for people with visual impairments are promoted effectively.
- Collaborate with Local Organizing Committees to ensure that competitions are effectively promoted nationally and internationally.
- Collaborate with Local Organizing Committees on their broadcast plans (eg livestreaming) to ensure that contests can reach as many people as possible, are of high quality and are accessible to people with visual impairments;
- Management of IBSA YouTube channel including maximizing its use during competitions and for educational purposes.
- Content curation on social media: Instagram, Facebook, Twitter etc. (sharing updates from athletes, members, and partners) sponsorship and campaign involvement; evaluation of current activities, accounts and channels.
- Work with volunteers to centralize all social media and website content for review and scheduling, ensuring a smooth flow of content and consistency in messaging.
- Introduce a wider variety of content for digital channels (infographics, race countdowns, facts on IBSA, videos, etc.)
- Ensure that all digital content produced by IBSA, including on social media, is accessible to people with visual impairments.
- Draw the annual strategic communication plans and budgets and give directions to all IBSA committees and volunteers who carry out these plans, reporting the results to the Executive Committee every quarter.

To apply, please send the following documents to:

IBSA Secretary General

sallywoodlamont@gmail.com

1. CV

2. Letter of recommendation

3. Letter of intent

Registration deadline 10 March 2022