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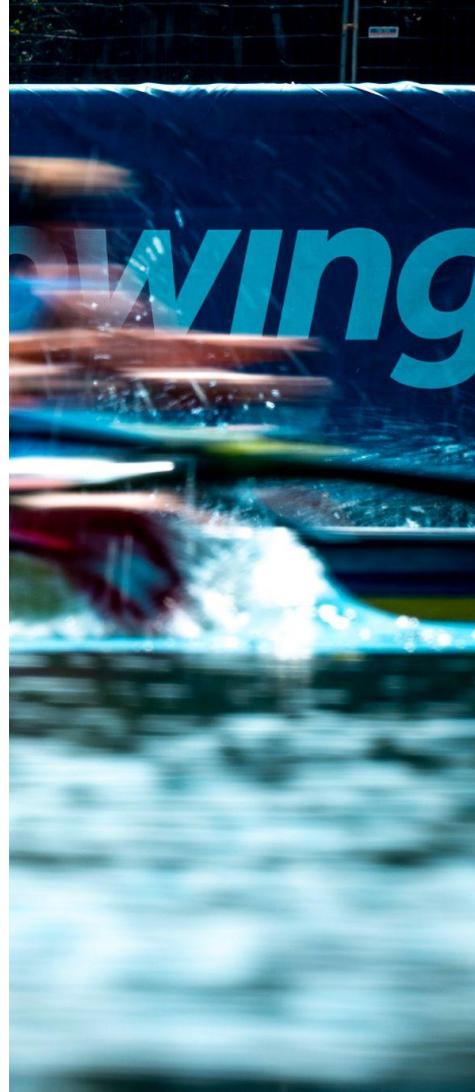


Candidate Brief - Head of Communications and Media

The International Federation

World Rowing is the international governing body for the sport of Rowing. It is empowered by its 159 member National Rowing Federations, the National Olympic Committees and the International Olympic Committee.

World Rowing sets the rules and regulations for the practice of the sport, in all its forms (see www.worldrowing.com/rowing), and organises sanctioned World Rowing events. It also provides advice and expertise for the organisation of rowing regattas, on coaching education and other matters relating to the sport and its development.



The Role

Head of Communications and Media

World Rowing, the international governing body for the sport of Rowing, is seeking a Head of Communications & Media to lead its global communications function. The role is responsible for defining and delivering World Rowing's communications, media, digital, social media, and public relations strategy across Classic Rowing, Indoor Rowing, and Coastal Rowing.

Job Objective

The position is instrumental in supporting World Rowing's mission to transform the reach, image, and revenues of Rowing, strengthening the sport's visibility, credibility, and long-term sustainability.

The role is expected to be exercised with collegiality, integrity, and operational efficiency, while fostering a culture of innovation across communications processes, content development, and strategic initiatives.

Location: Lausanne (CH)



Key Responsibilities

Strategic Leadership

- Lead the Communications & Media Department, setting strategic direction, priorities, and operational standards.
- Define and implement World Rowing's global communications strategy, aligned with the organisation's mission, values, and long-term objectives.
- Establish, maintain, and enforce World Rowing's tone of voice across all channels, disciplines, events, and stakeholder communications.
- Develop and oversee the global social media strategy, including platform strategy, content direction, audience engagement, and growth objectives.

Budget & Department Management

- Own and manage the overall Communications & Media budget, ensuring effective resource allocation, cost control, and value creation.
- Lead and manage the Communications & Media team, comprising two full-time staff based in Lausanne, supported by a network of external contractors, consultants, and agencies.
- Oversee internal workflows, planning, and delivery across communications, PR, social media, digital publishing, video production, photography, and creative services.
- Manage relationships with external suppliers, consultants, agencies, and service providers.



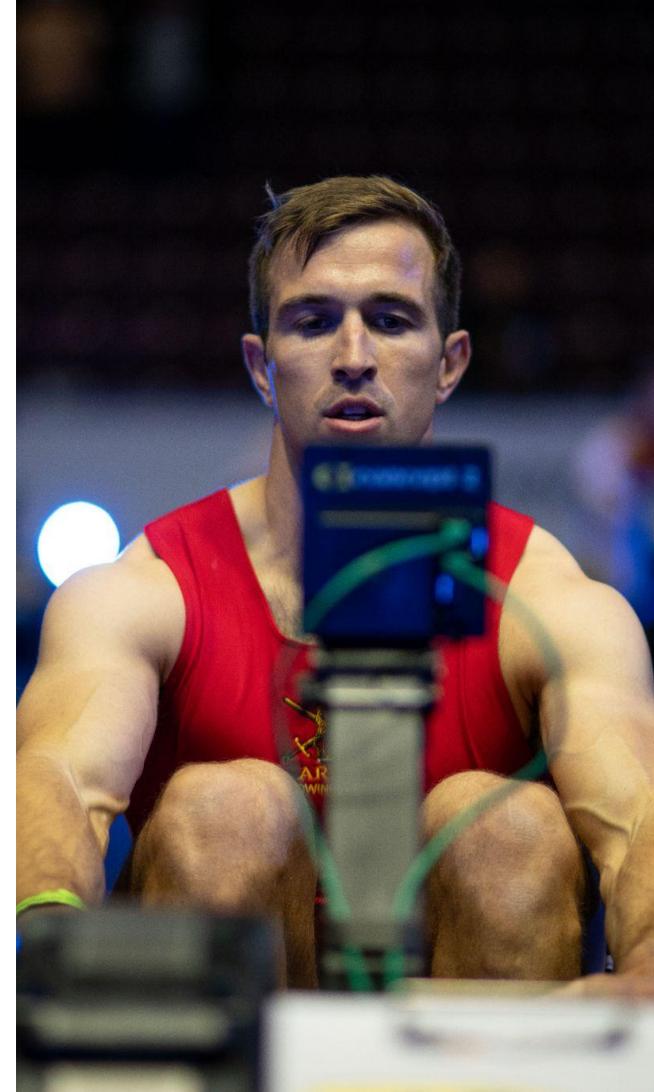
Key Responsibilities

Public Relations & Reputation Management

- Lead all global PR activities, including proactive media engagement, media relations strategy, reactive communications, and crisis communications support.
- Build and maintain strong relationships with international media, business and sports industry press, broadcasters, and key editorial stakeholders.
- Oversee press operations, including press conferences, media briefings, and accreditation processes, in close coordination with Organising Committees and event stakeholders.

Event Communications & Content Leadership

- Provide senior communications leadership across major World Rowing events, including World Rowing Cups, Continental Championships, and World Rowing Championships.
- Ensure integrated storytelling across live streaming, digital platforms, social media, PR, and editorial output.
- Oversee the planning and delivery of content before, during, and after events, coordinating with production partners, organising committees, athletes, and Member Federations.

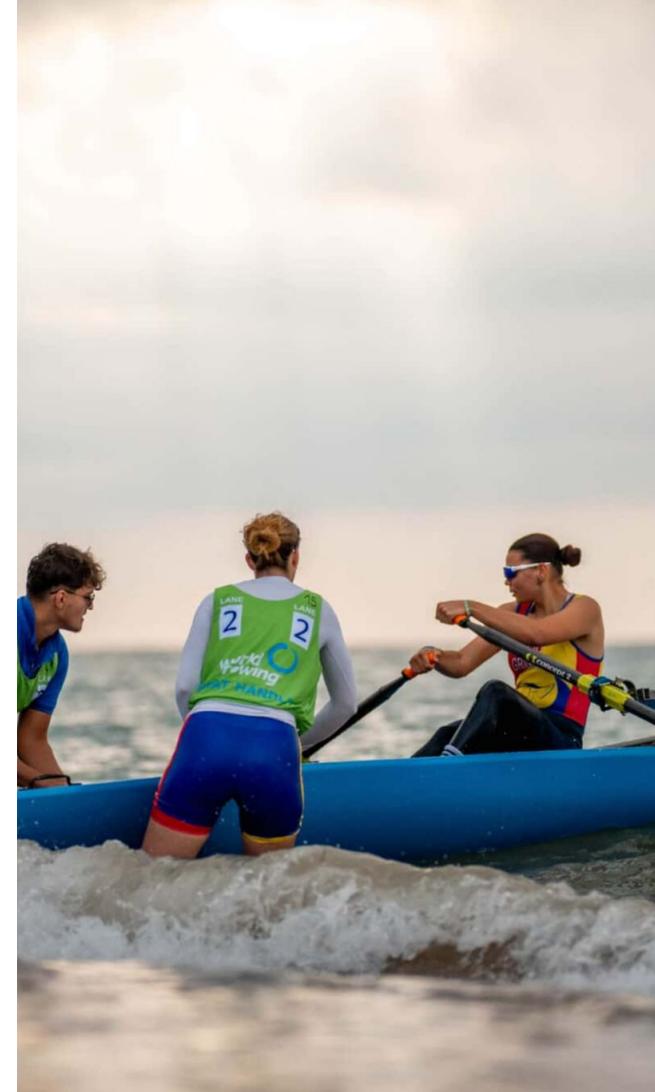


Key Responsibilities

Major Projects & Strategic Initiatives

- Lead the coordination of Media Operations for the Olympic and Paralympic Games Rowing Regatta, including mixed zones, press conferences, and World Rowing's editorial output.
- Lead the end-to-end delivery of the World Rowing Awards, from host-city bid processes and concept development through to communications planning and event delivery.
- Drive the Media House of Rowing initiative, managing the structured distribution of video, photo, and creative assets to Member Federations, athletes, media, and strategic partners.
- Oversee World Rowing's Chinese social media presence, managing the relationship with an external digital agency and ensuring culturally relevant, strategically aligned content.
- Lead the relationship with World Rowing's website provider, guiding platform development, content workflows, user experience enhancements, and technical integrations.
- Oversee the sports presentation partnership, ensuring alignment between in-venue presentation, brand identity, communications messaging, and broadcast standards.

This role operates in a fast-paced, international sports environment, requiring flexibility, resilience, and strong prioritisation skills. Regular travel is required, including frequent event weekends, international competitions, and major multi-sport events. The role involves working to tight deadlines, often in live-event contexts, with high visibility and reputational responsibility.



Skills and Qualifications

Profile

- Bachelor's degree in Communication, Journalism, Public Relations or similar.
- 8 - 10 years experience as Communication and Media professional with proven experience in designing and delivering integrated communication strategies and plans.
- Strong stakeholder relations skills with proven track record in advising and influencing senior leadership.
- Solid team management experience.
- Ability to plan and execute multiple tasks in an accurate, efficient and reliable way.
- Working experience in sport federations or sport organisations.
- Excellent English, written and verbal (additional languages are a plus).
- Flexible approach to work, resilient and able to work under pressure.
- Flexible to travel including working on weekends.



ELEVATE TALENT

Elevate Talent is a global executive search firm and talent consultancy that helps clients navigate their complex and ever-evolving talent challenges. Elevate Talent exists to unlock exceptional people, teams, and organizational performance for companies who are big on ambition and small on the status quo.

Founded in the UK in 2001 as the single-sector search firm SRI Executive, the practice grew into a global organization with deep expertise across industries operating at the intersection of content, commerce, and technology and offices in Europe, North America, and APAC. In 2024, SRI was acquired by Elevate, a premier sports, media, and entertainment consulting firm, to form Elevate Talent.

For sports, media, technology, and brands, Elevate Talent finds leaders who understand the unique opportunities and challenges of your business and have the expertise, vision, and charisma to advance it.

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Elevate Talent fully complies with GDPR regulations regarding personal information. To see how we protect your information please see our privacy policy.