



Job Posting (3/2020)

Job Title: Director, Media

Location: B-29, Qutub Institutional Area, New Delhi – 110016

General Description

This mid-management professional would be responsible for strategizing communication to shape, enhance and protect the Indian Olympic Association's brand and image, as well by monitoring and building through verbal, print and digital communication with media and constituents.

Specific Duties

- Serve as the primary public relations practitioner and media liaison and assist with all media needs of the organisation.
- Monitor public perception and coordinate strategic messaging to media and public.
- Draft and implement integrated communication plans.
- Setting the strategic direction for and overseeing the operation of IOA communication across various mediums.
- Increase the regional, national and international visibility of IOA.
- Maintain working knowledge of the activities of the Olympic movement and Commonwealth sport, governance and regulations, rules and participation in multi-sport international Games, and commercial activation of our sponsors.
- Serve as the primary content creator for all related inquiries and requests from internal and external stakeholders, excluding routine content on social media.
- Co-operate closely with National Sports Federations and State Olympic Associations to ensure consistent and complementary plans in their outreach and communications.
- Arrange and co-ordinate press conference of IOA and member units, if required.
- Manage media accreditation in the territory for Games of the IOC, OCA, and CGF.
- Maintain and review data of social media statistics, press releases, etc.
- Attend meetings where IOA media official requires representation.
- Any other projects, tasks or responsibilities as and when required, and as assigned by the Management from time to time.
- This job description is not to be regarded as exclusive or exhaustive.

Qualification and Skills

- Bachelors Degree. Specific education in communication would be beneficial.
- Capacity to write and synthesize complex materials and communicate sports information in a manner easily understood by a broad audience. Demonstrated storytelling skills.
- Strategic expertise in the media relations field and digital media landscape.
- More than ten years of professional experience. Demonstrable experience of envisioning, developing, and implementing successful and comprehensive integrated communication to a wide variety of audiences.
- Deep appreciation for the history, achievements and aspirations of the Indian Olympic Association, and the ability to effectively and eloquently articulate those to a diverse audience.
- Understanding of brand management principles.
- Strong command of English and Hindi. Knowledge of other Indian languages would be an advantage.
- Experience working with publication software and content management systems for the web.

Organisational and Personal Skills

- Respect for Olympic values.
- Excellent oral and written communication skills.
- Team oriented and experience in dealing with people at all levels of an organisation.
- Ability to manage complex and stressful situations often involving multiple stakeholders.
- Ability to handle heavy workload.
- Have knowledge on international sports and Olympic movement.
- Keen sense of confidentiality.
- Integrity, diplomacy and discretion.

To apply for this role

- Send your CV together with copies of certificates and a formal letter of application outlining your suitability to ioa@olympic.ind.in and finance@olympic.ind.in on or before 5pm on Saturday, 5 September 2020; and
- Provide name and contacts of two references.

Selection Process

Selection will be through interview only. A preliminary screening of the applications will be carried out for making, if necessary, a short-list of eligible candidates to be called for a interview and will be required to produce original documents authenticating the information submitted in their application. The date of interview will be advised to the short-listed candidates in due course.