

Position Description:
Senior Communications
Manager
100 %

ECA SENIOR COMMUNICATIONS MANAGER

Reporting to: Chief Communications and Marketing Officer (CCMO)

ABOUT ECA

ECA is the sole independent body directly representing football clubs at European and International levels. With a current membership base of more than 720 professional football clubs from across the continent, increasing all the time, ECA is the representative voice of European clubs on the international football landscape.

Working closely with football's governing bodies, competition organisers and other professional stakeholders, ECA's core purpose is to place clubs at the 'Heart of Football'. ECA is continually looking for the most talented people to join our administration to ensure it enhances the value of our activities and services for Member clubs.

ECA has a rapidly growing team of nearly 50 people and is on a mission of organizational development, targeting a digitally led, performance-driven culture, delivering high impact outcomes for our colleagues and our members.

Equity, diversity, and inclusion are part of ECA's core values. We are committed to building and sustaining an inclusive and equitable working and learning environment for all staff and members.

POSITION MISSION AND PROFILE

A full-time position, the Senior Communications Manager will be based at ECA's offices in Nyon, Switzerland, with frequent travel for ECA events, member club visits and other business engagements as required.

The Senior Communications Manager will work closely with the CCMO in supporting the development and delivery of the organisation's overall communications strategy, including evolving, adapting and building upon existing communications activities. The role will include a particular focus on media relations, corporate communications and crisis management and will require extensive collaboration with multiple departments across ECA.

Key to this position is the ability to take responsibility for the day-to-day communications and media relations functions of ECA, including line-managing a small team of editorial and social / digital specialists, and cultivating valuable relationships with media, broadcasters, opinion formers and stakeholders. This will be a fundamental role in the context of ECA's ongoing objective to increase awareness and recognition among regional and international stakeholders of its purpose, mission, strategy and positioning.

CORE RESPONSIBILITIES

Reporting to the Chief Communications and Marketing Officer, you will be responsible for:

- Developing and delivering communications strategies and campaigns to create positive awareness and enhance the reputation of ECA and its member clubs.
- Leading day-to-day media relations, including proactively cultivating and maintaining relationships with media, opinion formers, influencers and sports personalities to secure positive coverage.

- Managing the “press office” function, including drafting and editing media releases and statements; ensuring ECA effectively responds to media inquiries; ensuring regular delivery of media monitoring and analysis.
- Line-managing a small team which incorporates ECA’s editorial and communications functions.
- Developing and maintaining close relationships with member clubs, partners and stakeholders by initiating and supporting joint communications activities.
- Building and effectively managing a network of communications professionals across ECA’s member clubs in order more effectively to disseminate and receive feedback on key communications priorities.
- Supporting the CCMO in ensuring efficient organisation and execution of press conferences and other media events to maximise media exposure for ECA.
- Ensuring ECA grows and maintains a comprehensive media database which reflects its European-wide membership of 700+ clubs.

EXPERIENCE

- A minimum of 7-10 years of experience in communications in sport.
- Extensive knowledge of the European football landscape, including key media and stakeholders.
- Experience working in an international environment considered advantageous.

EDUCATION

- Degree or equivalent in English, Communications, Media, Journalism, Marketing or other related subject.
- Fluency in English (both written and spoken). Fluency (or a high level of proficiency) in another European language would be highly advantageous.
- Proficiency in Microsoft Office applications (Word, Excel, Outlook, PowerPoint); experience in the use of social media for organisational communications purposes; experience in other communications tools (e.g. monitoring).

SKILLS

- Strong organisational skills with the ability to handle multiple tasks and deadlines and work well with others in a fast-paced and often ambiguous environment.
- A professional, positive and proactive approach to working collaboratively with the team, the wider organisation and member clubs.
- Understanding of multi-faceted communications principles and practices.
- First-rate written and verbal communication skills, with a focus on attention to detail considered a must.
- Strong media relations and public speaking skills.

- Demonstrable knowledge of communications best practices, including experience in securing positive media coverage.
- Interest in and knowledge of sports / football.
- Strong interpersonal skills, with the ability to work collaboratively in, and bring cultural benefits to, a positive team environment.
- Line-management and budget management skills / experience.

You are invited to send your CV to the People & Culture Department at jobs@ecaeurope.com.

Due to the volume of applications we receive, we regret that we will contact only those candidates who have been selected for an interview.