



The IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, the IRONMAN® Virtual Racing™ (VR™) Series, 5150™ Triathlon Series, the Rock 'n' Roll Running Series®, the Rock 'n' Roll Virtual Running™ Series, IRONKIDS®, ITU World Triathlon Series, premier running events including the Standard Chartered Singapore Marathon™ and The Sun-Herald City2Surf®, Ultra-Trail® World Tour events including Tarawera Ultra and Ultra-Trail Australia™, mountain bike races including the Absa Cape Epic®, road cycling events, and other multisport races. The IRONMAN Group is the largest operator of mass participation sports in the world and provides more than a million participants annually the benefits of endurance sports through the company's vast offerings. Since the inception of the iconic IRONMAN® brand and its first event in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines around the world. Beginning as a single race, The IRONMAN Group has grown to become a global sensation with hundreds of events across 55+ countries. The IRONMAN Group is owned by Advance (www.advance.com), a private, family-owned business. For more information, visit www.ironman.com.

For our IRONMAN Europe, Middle East and Africa business and based in London, UK we are actively looking for a highly motivated, fluent English speaking:

Director, PR & Communication (m/f/d)

This role is responsible for leading and evolving the company's Communications, PR and content strategies in the EMEA region. The Director will be responsible for regional strategies to grow the IRONMAN brands, as well as support the marketing and sales strategies at country and event level. The Director will work closely with media houses, athletes, celebrities and partners to drive the strategic generation and delivery of media stories and content that tell the inspirational and aspirational stories of our endurance brands in order to generate new athletes, improve retention and move athletes throughout the portfolio of brands. The position reports to the Vice President, Event Marketing EMEA.

Key Responsibilities

- Create and manage The IRONMAN Group EMEA Communication and PR strategy to maximize brand presence across business and endemic platforms.
- Secure, develop and maintain business and endemic media relationships for The IRONMAN Group EMEA region.
- Develop and manage holistic brand/sport-specific communication and PR strategies across event verticals (currently triathlon, mountain biking, road cycling, gravel biking, trail running, road running), inclusive of celebrity and ambassador campaigns.
- Work with Global Communication function to plan and execute on major business announcements and projects, including media relations, ambassadors and press conferences and releases.
- Manage crisis communication protocols for EMEA events in conjunction with regional and global Operations and Communications departments and act as regional spokesperson.
- Measure and report strategy performance (knowledge of tools like Cision required), report results, identify opportunities and implement action plans to improve.

- Own photography and broadcast coverage strategies and budget for EMEA region, including management of event live broadcasts in conjunction with EMEA Video Producer and Global Broadcast teams.
- Manage EMEA Communication team.

Skills and competencies

- Bachelor's Degree in marketing, public relations, journalism or related field
- 10 years' experience in PR and communication field
- Demonstratable experience in crisis communication
- Strong media network ideally in business and sport industries
- Excellent written and oral communication skills.
- Collaborative personality, ability to work well with teams from multiple cultural backgrounds
- Interest and experience in endurance sport industry a major advantage
- Second language an advantage

What we offer

- We enable flexible working hours, and home office, subject to certain conditions.
- Attractive salary, and annual bonus remuneration payment based on personal and company performance.
- Endurance event entry benefits.
- Open, modern and friendly working environment with a strong culture across EMEA.
- Opportunity to be creative in your work and the possibility to develop your own ideas and concepts.
- Informal and relaxed dress codes.
- Part of a market-leading, growing global endurance sport company.

A contract will be made based on a full-time employment. We are looking forward to receiving your application including your salary expectations and your notice period. Are you interested? Please apply here: <https://ironmaneuropa.wufoo.eu/forms/we-are-hiring/>