



Purpose:

To enhance the visibility, engagement, and communication impact of the Panamerican Boxing Confederation (PBC) by promoting athletes, competitions, and Confederation initiatives through strategic media planning and execution.

Key Duties & Responsibilities:

- **Media Strategy Development & Execution:**
 - Establish and implement a comprehensive media and communications strategy for both competition and non-competition cycles, aligned with PBC's values and strategic objectives.
 - Ensure proactive planning around key dates, milestones, and Confederation announcements.
- **Promotion & Content Creation:**
 - Highlight and promote Panamerican athletes by sharing compelling stories, training highlights, and interviews across digital platforms.
 - Publicize PBC's competition calendar, key events, Confederation milestones, and developmental programs to engage audiences and stakeholders.
- **Digital Presence & Website Management:**
 - Oversee regular updates to the PBC website, ensuring timely publication of:
 - News, official communications, and competition announcements
 - Membership and contact information
 - Event results and galleries
- **Support to National Federations:**
 - Assist National Federations in improving their own media efforts by providing tools, templates, and guidance.
- **Media Coordination for Events:**
 - Manage and support media operations during PBC competitions, including press releases, livestream promotion, on-site photography/video, and media accreditation.
- **Analytics & Optimization:**
 - Track media performance and audience engagement across platforms to continuously improve content strategy and reach.