



COMMUNICATION COORDINATOR FWQ/FJT _ INTERNSHIP

FWT Management SA

Based near Lausanne (Switzerland) FWT Management S.A. owns and manages the Freeride World Tour (www.freerideworldtour.com) and other outdoor sports properties.

Corporate Mission

To structure and manage, on a global basis, the sport competition aspects of freeride skiing & snowboarding, and to help companies and mountain resorts grow and prosper through organizing and delivering world-class sports events. Our specific marketing proposition to the corporate world is qualitative in that our sports properties enable corporations to connect deeply with a specific group of people who can best be summarized by the psychographic: *"young-at-heart."* Our marketing proposition to mountain resorts is that top events drive people traffic thus fueling local economic activity.

Freeride World Tour (FWT)

The Freeride World Tour was launched in 2008 and is now recognized by riders, the ski industry and the media as the competitive pinnacle of the sport. In 2019, the world's best freeriders: men, women, skiers and snowboarders alike, will visit some of the world's most renowned ski resorts in pursuit of the world title. The five-stop Freeride World Tour is supported by more than 60 Freeride World Qualifier (FWQ) events and 60 Freeride Junior Tour (FJT) events around the world.

Internship – Communication Coordinator FWQ/FJT

In this challenging position you will be taking care of digital communication in the sports development team of a young and dynamic sport where you will gain an in-depth understanding of the sport of freeriding. For a 6 months internship, we are seeking a creative, smart, reliable and flexible intern to assist with all communication tasks related to the Freeride World Qualifier (FWQ) and Freeride Junior Tour (FJT) that consist of but are not limited to:

A. SOCIAL MEDIA

- Implementing the social media plan on the FWQ and FJT facebook channels through planning, creating and monitoring of all social media posts
- Maintaining and monitoring the FWQ and FJT Facebook page including comments and messages.

B. CONTENT MANAGEMENT / WEBSITE

- Maintaining and updating the FWQ and FJT Channels on the FWT website with new content (news articles...)
- Filling and updating the FWQ and FJT event pages on the FWT Website
- Uploading of event related content (photos, videos, ...)
- Create and maintain relationship with event organizers to implement a system for content sharing



C. NEWLETTER

- Managing all newsletter campaigns and contact lists for FWQ and FJT
- Preparing and sending the weekly FWQ and FJT and other newsletters to riders

D. CONTENT CREATION

- Creating banners and visuals for our digital platforms (event page, facebook, newsletter)
- Updating the FWQ and FJT website blog, by planning, creating and writing bi-weekly articles supported by catchy photos and videos (in English) throughout the season

E. EVENTS

- Taking care of communication and social media tasks at selected FJT and FWQ events
- In charge of all photo and video uploads on all channels (Facebook, Website, youtube, media library) including watermarks and re-sizing
- Managing the Media Library for photo and video access of riders
- Other Event-related comm tasks like handling take-overs, doing stories etc.

F. PR

- Working closely with the PR manager in regards to FJT and FWQ related press releases
- Media tasks at selected events (TBD)

Personal profile and mindset:

- Student/Graduate in Communication, Digital Media or similar
- Excellent English skills (native or equivalent)
- Fluent in French (spoken and written), German is an additional asset
- Strong copy writing / creative writing skills in English are a must
- Knowledge in FWQ/FJT and Freeriding in general a very strong asset
- Proficient IT skills including MailChimp, MS Office and Adobe Photoshop/InDesign
- Experience with Content Management Systems (Drupal preferred) and MailChimp
- Creative, flexible and detail-oriented
- Able to work independently and efficiently within a small team
- Remains self-composed under pressure and has good time management skills
- Willing to travel extensively during the winter season
- Recognizes and accepts that during winter demands can be 24x7

Compensation:

- CHF 1000.-/month
- Free ski wear and equipment (depending on partners and availability)
- Travel and phone costs covered
- Working in a small, unique, creative and entrepreneurial environment where everyone makes a real difference
- Onsite event experience at selected events

Duration:

- November 4th, 2019 to April 30th, 2020

Applications should be sent to jobs@freerideworldtour.com