



COMMUNICATION COORDINATOR - INTERNSHIP

In short

As a Communication Coordinator, you will play a crucial role in the Verbier E-Bike Festival (VEBF) Communication Team.

You will work closely with the Communication Manager on the execution of the entire communication strategy for the event, which will be implemented across multiple channels, including digital, media, on-site activations and more.

You will have the opportunity to experience the full spectrum of a sport event and festival's promotion and communication and have a real impact on the delivery and success of the event.

What the Verbier E-Bike Festival

The Verbier E-Bike Festival (VEBF) team consists of 10-15 young and passionate people based near Lausanne, Switzerland. The team organizes the Verbier E-Bike Festival, launched in August 2019 with the goal of becoming Europe's largest E-MTB festival, this year it's the fifth edition.

The Festival is a mass event, accessible to anyone who wants to discover, test and ride an E-Bike, spend good times in the beautiful surroundings of Verbier, enjoy unforgettable moments in the outdoors with friends and family and taste delicious local delicacies.

During the festival the entire E-Bike industry is represented in the Event Village and is actively involved in the 4 days of testing, animations and sport challenges.

This year the festival will take place from August 15 to 18, 2024.

The work environment is dynamic and sometimes disorganized, but encourages proactivity and sharing of new ideas regardless of position or background, all with a focus on the big picture in which everyone plays a crucial role. Micromanagement and

hierarchy are not part of our vocabulary, and the status quo gives us nightmares. Telecommuting and flexible work arrangements are promoted, but physical teamwork, necessary for success, is also emphasized.

Meet the Team

The Communication Team for this event is composed by the Communication Manager, the Production Manager and you. So yes, it's a small team, but the good part is that your impact will be key and you will have an active role on all the different aspects of the execution of the communication strategy.

Our main goal is to promote and communicate the event in a fresh and creative way to ensure participation and a great experience to customers before, during and after the event.

We love creating compelling content and enhancing the experience both online and off-line. We will work closely with the other departments in the company to aim for the best possible event and participants and partners satisfaction.

If you are looking for a work environment where your role can make an impact, take responsibility for your projects, continuously learn and be surrounded by passionate people who work together for a common vision and at the same time love to celebrate, then you are in the right place!

Your Missions

The ideal candidate for this position is expected to excel in multiple areas, including social media and community management, website updating, assets creation, on-site communication coordination, and public relations.

Digital Communication

The candidate will manage the social media accounts of the festival, identifying new opportunities and keeping up with the latest trends and best practices to ensure that the VEBF accounts grow and remain relevant and engaging to the audience.

Making sure that the VEBF website is always up to date and runs smoothly is a key responsibility of the Communication Coordinator, as well as engaging with the customers through newsletters and E-Bike communities.

On-site Communication

Pre-event promotion is key for the success of the event. The candidate will support the Communication Manager in the event launch, in the coordination of promotional activations in-store, in overseeing the on-site branding production and in supporting the PR Agency with the press trip organization and related needs.

To excel in this role, the successful candidate should possess excellent organizational and detail-oriented skills, as well as strong communication and interpersonal abilities. The candidate should be able to work under pressure, prioritize multiple tasks, and handle unexpected situations with flexibility and creativity.

Your Story

- Fluent in **French & English** (both spoken and written).
- Student / Graduate Degree in Communication / Digital. Previous experience in Digital Marketing and Community Management is a plus!
- Passionate about the bike industry and outdoor sports.
- Strong understanding of social media (very comfortable working with images and videos).
- Graphic design and Adobe basic skills are a plus.
- Digital driven attitude and good copywriting skills are a must.
- Very comfortable with working in team and building relationships with external staff.
- Creative, autonomous, rigorous, energetic and organized.
- Remains composed under pressure.
- Recognizes and accepts that during events the demands can be 24x7.
- Valid driving license

What We Offer

- Base salary: CHF 1000.- /month
- Flexible working schedule

- Travel and phone costs covered
- Work in a unique, entrepreneurial and creative environment where everyone makes a real difference.

Duration

- March 1st, 2024 to August 31st, 2024

Apply through this link: <https://survey.freerideworldtour.com/jobs>

Application deadline: 5th January 2024