



SOCIAL MEDIA COORDINATOR - INTERNSHIP

In short

The Social Media Coordinator plays a crucial role in the Communication team. They are responsible for managing social media accounts and engaging with the community.

Additionally, they collaborate closely with the Senior Digital Manager to develop strategies that drive traffic to the website and increase engagement rates. They also provide support to the Communication team in various areas, including content creation and website updates.

The Social Media Coordinator is tasked with monitoring trends and analyzing data to ensure the Communication team is always up-to-date with the latest trends and best practices in digital marketing.

What the FWT

The Freeride World Tour (FWT) team is comprised of 15-20 young and passionate staff based near Lausanne, Switzerland. They work year-round to organize the five-stop Freeride World Tour circuit, which includes the well-known Xtreme Verbier event. Verbier event. Additionally, the team coordinates over 90 Qualifier events and 140 Junior events worldwide and oversees a global community of 8000+ licensed riders.

This entails a lot of work and travel, but also means spending time at events (and occasionally sharing a drink) with the Freeride World Tour Family. This unique community includes over 120 people, including external staff, riders, and partners. Working with FWT is a life-changing experience that allows you to meet inspiring individuals and grow on both personal and professional levels.

The work environment is dynamic and occasionally disorganized but encourages proactivity and the sharing of new ideas regardless of position or background, all with a focus on the big picture in which everyone plays a crucial role. Micro-management and hierarchy are not part of our vocabulary, and the status quo gives us nightmares.

Telework and flexible work arrangements are promoted, though physical teamwork is also emphasized as necessary for success.

Meet the team

At its core, the Communication team produces content and tells compelling stories about the competitions and riders of the Freeride World Tour. With five worldwide stops, the FWT is recognized as the pinnacle of Competitive freeriding and is supported by over 100 Qualifier and Junior events worldwide.

If you're looking for an environment where ideas (not always the smartest) are flying around, and where you can participate in international projects with a real impact, then this opportunity is for you! If you enjoy challenging the status quo and hearing "We've always done it this way" makes you jump out of your skin, even better!

The Freeride World Tour Communication team is composed of passionate individuals from different cultures and backgrounds who work together towards a common vision. Expect a good dose of 5-star fun and humor!

Your Missions

The ideal candidate is expected to excel in multiple areas, including scheduling, uploading, publishing, and monitoring social media posts across various platforms such as Instagram, TikTok, Facebook and YouTube. Additionally, the candidate should be able to identify new opportunities for the FWT on emerging platforms, products, and content formats, as well as keep up with the latest trends and best practices to ensure that the FWT remains relevant and engaging to its audience.

The Social Media Coordinator should be able to create basic video content for social media usage such as Instagram Reels and TikTok. They will also be responsible for assisting the Senior Digital Manager in the distribution of content to riders, partners, and media. This includes gathering and formatting relevant content from Freeride World Tour athletes, such as interviews, event highlights, and behind-the-scenes footage.

The Social Media Coordinator is responsible for keeping our website up-to-date with the latest news, rider information, and event programs. A creative mind and ease with words will be great assets, as the purpose and format of the content will vary depending on the projects throughout the entire season.

In summary, the candidate should be able to manage various social media platforms, identify new opportunities and trends, create basic videos and copies, update website

media content, assist with content distribution, and gather relevant content from Freeride World Tour athletes.

Your story

- Full English Professional Proficiency. French is an asset.
- Student / Graduate Degree in Communication / Digital. Previous experience in Digital Marketing & Social Media is a plus!
- Passionate about skiing or snowboarding, knows the Freeride World Tour or at least the Freeride scene.
- Very comfortable working with multimedia (images and video).
- Strong understanding of social media (especially community management).
- Video Editing Experience is a plus.
- Creative, autonomous, rigorous, energetic and team spirit.
- Remains composed under pressure.
- Recognizes and accepts that during events the demands can be 24x7.
- Willing to travel extensively during the winter season.

What we offer

- Base salary: CHF 1000.- / month.
- Free ski wear and equipment (depending on availability).
- Flexible work schedule and homeworking
- Travel and phone costs are covered.
- Work in a unique, entrepreneurial and creative environment where everyone makes a real difference.

Duration:

October 1st, 2024 to April 30th, 2025

Application link here: <https://www.freerideworldtour.com/jobs-internships/>