



MEDIA COORDINATOR - INTERNSHIP

In short

The Media Coordinator is a crucial member of the Communication Team.

This person will be responsible for communicating with the FWT audience through newsletters and will play a key role in executing the PR and media strategy to consolidate and increase FWT's global reach and maintain positive relationships with all stakeholders.

The Media Coordinator will report to the Communication Manager to develop and implement new creative ideas, trends and practices in the fast-changing media landscape.

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 7000+ 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. This tour is recognized as the

pinnacle of freeriding competition, and it is the Sports Development team which is responsible for organizing Challenger, Qualifier, and Junior events.

These events represent the pyramid of the sport and serve as the direct link between the organization and the riders. Due to the diversity of tasks and projects, team members interact with people from all backgrounds, including event organizers, athletes, coaches, and more.

Rigor is required to ensure smooth operation throughout the season. However, the experience is even richer as the team benefits from continuous fieldwork throughout the winter. If you're looking for a work environment where your role can make an impact, take responsibility for your projects, continuously learn, meet tons of people and be surrounded by passionate individuals who enjoy celebrating, then you're in the right place!

Your Missions

The ideal candidate for this position has a keen interest in sports media, an outgoing personality and is comfortable communicating on a daily basis with a number of external figures such as PR agents and journalists.

Main responsibilities include following up with media outlets and journalists to ensure positive media coverage and support media inquiries, coordinate the planning of press trips for journalists on FWT events with the Communication Manager and local PR agencies and manage journalists on-site.

In addition, the Media Coordinator will be responsible of monitoring and tracking all media clippings throughout the season, and overseeing all mentions regarding FWT on all channels.

This person will also be responsible of creating engaging Newsletters to be sent out weekly to the FWT audience, keeping them informed about news and competitions announcements.

On top of the main missions, the intern will support the Communication Manager on various projects throughout the season to ensure a successful execution of the Global Communication Plan.

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

Your story

- Full English Professional Proficiency. French is an asset.
- Student / Graduate Degree in Communication. Previous experience in PR is a plus!
- Passionate about skiing or snowboarding, knows the Freeride World Tour or at least the Freeride scene.
- Very comfortable with working in team and building relationships with external staff.
- Strong understanding of media landscapes and the work of journalists.
- Creative, autonomous, rigorous, energetic and organized.
- 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

Apply through this link: <https://www.freerideworldtour.com/jobs-internships/>