



## **SOCIAL MEDIA LEAD**

### **In short**

The Social Media Lead at Freeride World Tour (FWT) is responsible for developing and executing a high-level social media strategy aligned with FWT's Communication Plan and Brand Strategy. This goes beyond day-to-day posting—we're looking for a strategic thinker who can shape the future of FWT's digital presence, drive audience engagement, and create real value for our commercial partners.

This role requires a balance of creativity, leadership, and data-driven decision-making. You will lead content strategy, collaborate with internal teams, oversee an intern, and use analytics to measure and refine performance.

### **What the FWT**

The Freeride World Tour (FWT) team is made up of 15-20 passionate professionals based near Lausanne, Switzerland, working year-round to organize the six-stop Freeride World Tour circuit, including the renowned Xtreme Verbier event. The team also oversees 100+ Qualifier events and 160 Junior events worldwide, supporting a global freeride community of over 9,500 riders.

Working at FWT means travel, fast-paced environments, and a tight-knit freeride community. The job isn't always 9 to 5, especially during the winter season, but it offers an unparalleled opportunity to work in action sports and make a tangible impact.

### **Your Key Responsibilities**

#### **Social Media Strategy & Brand Growth**

- Define and lead the long-term social media strategy across Instagram, YouTube, TikTok, Facebook, and potentially other social media platforms.

- Identify opportunities for growth, engagement, and audience expansion beyond core freeride fans.
- Ensure that FWT's athletes, competitions, and partners are showcased in a way that enhances brand value.
- Stay ahead of industry trends, digital media innovations, and emerging platforms to keep FWT's strategy fresh and competitive.

### **Content & Community Leadership**

- Develop an editorial approach that aligns with FWT's pre-season, event season, and post-season cycles.
- Work closely with the Content Production team and Graphic Designer to conceptualize and produce impactful content.
- Guide athlete and partner activation strategies to extend reach and engagement.
- Oversee community engagement efforts, ensuring authentic interactions and fan growth.
- Lead and mentor the Social Media Coordinator (intern) during the winter season.

### **Data-Driven Performance & Optimization**

- Analyze social media performance and adjust strategy based on data insights.
- Create event-specific and seasonal performance reports for internal stakeholders and partners.
- Ensure Peak Performance (presenting partner) and other sponsors receive strong visibility and measurable impact.
- Implement an iterative approach to content optimization using engagement metrics and audience insights.

### **Collaboration & Internal Communication**

- Work with internal teams to support initiatives like registration pushes, merchandising promotions, and event storytelling.
- Align with commercial partners and stakeholders to maximize visibility and engagement opportunities.

### **Who we're looking for**

- Strategic Visionary – You don't just follow trends—you define them.
- Analytical Thinker – You use data to make smart, impactful decisions.
- Creative & Brand-Savvy – You understand how to build and amplify a brand.
- Strong Communicator & Collaborator – You work well with teams, athletes, and partners.
- Freeride Enthusiast – You have a deep passion for skiing, snowboarding, or action sports.

## **Your story**

- Experience: 2 to 5 years of experience as a Community Manager, ideally in the Sport industry.
- Writing skills: Excellent command of English, both spoken and written, with the ability to adapt the tone according to the platform and audience.
- Creativity: Ability to produce original content and captivate the audience.
- Organization: Strong ability to manage multiple tasks simultaneously and meet deadlines.
- Analysis: Good understanding of analytical tools (Google Analytics, Facebook Insights, etc.) to evaluate the performance of actions taken.
- Team spirit: Ability to collaborate with different internal teams.
- Knowledge of tools: Proficiency in social media management tools (Sprout, Meta Business, etc.) and content creation software (Photoshop, Canva, etc.).
- Passionate about skiing or snowboarding, knows the Freeride World Tour or at least the Freeride scene.
- Recognizes and accepts that during events the demands can be 24x7.
- Willing to travel extensively during the winter season.

## **What we offer**

- Competitive salary & flexible working conditions (yearly employment & work schedule).
- Opportunities to travel and be at the heart of global freeride events.
- Access to ski wear & equipment (depending on availability).
- Work in a unique, entrepreneurial, and creative environment where you can truly make an impact.

## **Starting Date**

As soon as possible.

**Ready to Lead FWT's Social Media Future? Apply [here](#) 🚀**