



PR & MEDIA COORDINATOR - INTERNSHIP

Department: Communication

Reports To: Storytelling & PR Manager

IN SHORT

Support and execute FWT's global PR and media operations — coordinating press logistics, tracking coverage, managing media databases, and drafting editorial content under the direction of the Storytelling & PR Manager.

A hands-on internship at the centre of a global sports PR operation, contributing real deliverables from day one across events, editorial, and media relations.

ABOUT THE FWT

The Freeride World Tour organises the most demanding skiing and snowboarding competitions in the world, from the Bec des Rosses in Verbier to the spines of Haines, Alaska. The Tour is home to the Xtreme Verbier, founded in 1996, and to the FIS Freeride World Championships, which crowned its first champions in Andorra in February 2026.

Based near Lausanne, our team of 25 runs 6 Pro stops, 9 Challenger events, 120+ Qualifier events, and 180+ Junior events each season across five continents. Beyond the core team, the FWT family stretches to 120 people, including athletes, partners, media, judges, and broadcast production crew, moving from venue to venue from January to April.

Fast-paced, international, sometimes slightly chaotic. We work in the mountains with some of the most inspiring people in the sport. Working with FWT is a life-changing experience: you'll grow, both personally and professionally, and you won't forget the people you meet along the way.

MEET THE COMMUNICATION TEAM

The Communication team is what brings the Tour to life beyond the mountain. We create, film, write, capture, and design the content. We produce live broadcasts watched around the world. We tell the stories that define the Tour and its riders, grow the freeride community, and deliver visibility to the partners who make it all possible.

If you're looking for an environment where you can work on international projects with real impact, and where "we've always done it this way" makes you jump out of your skin, you'll fit in.

We're a team of 10+, passionate about what we do and about the work we put out. There's always room for new ideas, always something to learn, and always something to build together. If you're curious, creative, and excited to grow with us, you'll find your place here.

YOUR MISSIONS

MEDIA RELATIONS & EVENT OPERATIONS

- Act as the primary operational contact for journalists, PR agencies, and influencers; manage accreditation, on-site press access, and interview coordination across all events.
- Coordinate press trips with local PR agencies and LOCs; prepare press kits, media documents, and distribution lists.
- Execute media outreach for Tier 2 and Tier 3 outlets under the Manager's guidance; track and follow up on media deliverables and influencer obligations.
- Support on-site influencer logistics in coordination with the Junior Social Media Manager.

MEDIA MONITORING & REPORTING

- Track all media clippings across print, digital, broadcast, and social; compile daily monitoring reports and flag key coverage gaps or opportunities.
- Prepare first-draft PR performance reports with quantitative metrics and qualitative summaries (final analysis and sign-off by Manager).
- Maintain and segment the media database; build and maintain a structured seasonal archive of coverage and performance reports.

EDITORIAL PRODUCTION & CONTENT SUPPORT

- Draft press releases and press notes for Manager review and approval; write and format weekly newsletters.
- Contribute to rider profiles, web articles, and long-form content aligned with narrative guidelines.
- Support SEO optimisation and formatting of editorial content; assist in gathering background materials, stats, and quotes for storytelling campaigns.

PR WORKFLOW & ADMINISTRATION

- Manage PR calendars, outreach tracking, and workflow organisation.
- Ensure all media assets — imagery, bios, results, press kits — are up to date and accessible at all times.
- Coordinate translation and content distribution processes.

YOUR STORY

- Enrolled in or recently graduated from a degree in communications, PR, journalism, or a related field.
- Strong written skills in English; French, Spanish, or German a significant asset.
- Organised and detail-oriented — comfortable managing multiple deliverables simultaneously during event peaks.
- At ease in fast-paced, outdoor event environments under tight deadlines.
- Genuine interest in sport, outdoor lifestyle, or action sports media.
- Willing to travel extensively during the winter season
- Good level of skiing or snowboarding, with an interest in winter sports
- Recognizes and accepts that during events, the demands can be 24/7

NICE TO HAVE

- Experience with media monitoring tools.
- Understanding of SEO and digital editorial publishing.
- Background in journalism, editorial writing, or content production.

WHAT WE OFFER

- Base salary: CHF 1400.- / month.
- Free ski wear and equipment (depending on availability).
- Flexible work schedule and 1-2 days per week of remote work
- Travel and phone costs are covered
- Work in a unique, entrepreneurial, and creative environment where everyone makes a real difference.

Duration: October 1, 2026 - April 30, 2027

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