



SOCIAL MEDIA & DIGITAL COORDINATOR - INTERNSHIP

Department: Communication

Reports To: Digital Manager

Aligns With: Junior Social Media Manager for social publishing coordination

IN SHORT

Support the daily execution of FWT's digital presence, coordinating social media publishing, managing website updates, and assisting with live digital operations during events. A hands-on internship at the intersection of social media, digital, and live streaming in a fast-paced international sports environment.

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

SOCIAL MEDIA PUBLISHING

- Schedule, upload, and publish content across Instagram, TikTok, YouTube, Facebook, and LinkedIn.
- Write and format captions aligned with FWT's tone of voice.
- Create simple visual assets using design templates and prepare layouts for newsletters and digital publishing.

WEBSITE & DIGITAL PUBLISHING

- Update website sections, including news articles, athlete pages, event information, and media content.
- Support digital publishing workflows during competition days and key announcements.
- Ensure website content is accurate, timely, and well-formatted at all times.

LIVE DIGITAL SUPPORT & SYSTEM CROSS-TRAINING

- Support live digital operations during events, including stream distribution workflows, content clipping, and real-time digital updates.
- Progressively take on operational streaming tasks under the supervision of the Digital Manager.
- Support on key digital systems (website admin, streaming setup, ScorePlay) as part of the department's operational resilience plan.

EVENT CONTENT SUPPORT

- Capture stories and reactive content on the ground during events to feed the social channels.

- Support the Content Creation Coordinator and Junior Social Media Manager with light filming, photo capture, and quick edits as needed.

YOUR STORY

- Enrolled in or recently graduated from a degree in digital marketing, communications, media, or a related field.
- Comfortable managing multiple digital platforms simultaneously and publishing to tight schedules.
- Basic copywriting skills in English; additional languages a strong asset.
- Organised, reliable, and responsive in fast-paced event environments.
- Interest in sport, outdoor lifestyle, or live events.
- 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

- Basic experience with a CMS platform (WordPress or similar).
- Familiarity with social media scheduling tools.
- Interest in live streaming or broadcast digital operations.

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/>