

Founded on 14th April 1900 in Paris, the Union Cycliste Internationale (UCI) is the world governing body for cycling. Its mission is to develop and supervise cycling in all its forms and for everybody, as a competitive sport, a healthy leisure activity, and a means of transportation. Additionally, the UCI promotes a number of its own events, including the UCI Road World Championships, an iconic annual event, and a wide range of other UCI World Championships and World Cups across the various disciplines. It is based in Aigle, Switzerland, at the UCI World Cycling Centre.

L'UCI is looking for a :

UCI WCC Communications & digital Coordinator (80%) English-French

Mission :

The **UCI World Cycling Centre (UCI WCC)** is an international high-performance training and education center. It also offers activities for cycling enthusiasts, as well as event services for companies and groups.

The Communications and digital Coordinator is responsible for **promoting the image and projects of the UCI WCC** to the media and key stakeholders, in line with the UCI's overall communication strategy. He/she will report to the Management of the UCI Communications Department and will work closely with all WCC UCI teams and stakeholders.

Main Responsibilities :

- Develop and implement a **comprehensive communication plan** for the UCI WCC and the Solidarity Program, in alignment with the UCI's overall strategy.
- Design and manage the **digital, media and press relations strategy**, with a focus on increasing the international and local visibility of WCC UCI activities.
- Produce and distribute a **wide range of content** (written articles, photos, videos) highlighting UCI WCC initiatives in education, solidarity, performance, events and special projects.
- Strengthening the positioning of the WCC UCI as a **key player in the development of world cycling**.
- Work closely with the UCI **Communications Department, UCI WCC Management** and UCI WCC teams.

Community Management & Digital :

- Define and implement the social media content strategy.
- Manage, moderate and engage online communities.
- Create written, visual and video content tailored to each platform.
- Monitor performance (KPIs) and adjust the digital strategy accordingly.
- Collaborate with marketing teams on digital campaigns related to the UCI WCC.

Press and Media Relations :

- Write press releases, press kits and information materials.
- Manage and develop a network of journalists, influencers and media outlets in Switzerland and internationally.
- Organise press trips, interviews and media events related to the UCI WCC.

- Monitor media coverage and produce regular press reviews.
- Develop and maintain media partnerships.

Profil:

- University degree in communications, journalism or a related field.
- Minimum of 5 years' experience in communications, press relations and community management.
- Excellent command of English and French, both written and spoken.
- Outstanding writing skills in both languages.
- Strong knowledge of social media platforms, monitoring tools and publishing tools.
- Sensitivity to branding and storytelling.
- Creative, well organised and able to work independently.
- Ability to work under pressure.
- Strong team spirit and excellent interpersonal skills.
- Strong analytical, persuasive and problem-solving skills.
- High level of adaptability and curiosity.
- Knowledge of cycling is an asset.
- Availability of working during weekend events.

Start date : immediately or to be agreed

Join us and you will have every opportunity to use your skills, to be involved in current sporting activities and to contribute to the success of a modern and dynamic organisation. If you are interested in this position and you meet the criteria outlined in the profile, please e-mail your application and supporting documents (covering letter, CV, employment references and qualifications) to the following address: job@uci.ch : job@uci.ch