

Founded on 14<sup>th</sup> 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, as a healthy recreational activity and as a means of transport and having fun. 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.

The UCI is looking for a:

## **Social Media Editor (100%)**

**French / English**

### **Mission :**

Reporting directly to the Digital Manager and a member of the UCI's Digital Transformation Department – the Social Media Editor will oversee editorial and video content, tone of voice and content amplification while ensuring consistency across all channels.

As a Social Media Editor, you'll be an integral part of a growing and passionate UCI Digital Team that is striving towards making cycling the sport and activity of the 21st century.

### **Main Responsibilities :**

- Implement the social media strategy established by the department across all UCI assets on a daily basis by publishing a constant, relevant and balanced flux of content across all accounts with a particular focus on specific cycling disciplines
- Liaise with internal and external content providers to create content and ensure that quality and editorial standards are met
- Grow the audiences of all social media channels, through managed editorial and paid acquisition campaigns
- Work with the marketing team to create content and define dedicated campaigns to maximize opportunities and exposure for our partners
- Provide digital and social media coverage of UCI World Championships (travel is required)
- Work closely with the Digital Manager and the UCI World Cycling Centre team to ensure optimal promotion of on-site activities and athletes
- Assist with the collection of digital analytics related to UCI events and help to keep up to date the main UCI digital analytics board
- Engage with the most relevant stakeholders (i.e. riders, teams and organisers)
- Propose new content ideas, formats, platforms, and communication opportunities.

### **Profile :**

- Minimum 2 years experience working in social media, communications or journalism
- Proficient writing, grammar, and content-creation abilities (photo and video are a plus)
- Creative thinker with the ability to generate unique, interesting and engaging content to wide audiences
- Experience in building and delivering social media campaigns
- Solid understanding of social media data insights (Facebook, X, Instagram, YouTube, TikTok, Google Analytics, others)
- French mother tongue, fluency in English, other languages a plus.
- Understanding of the cycling landscape
- Excellent interpersonal, verbal and written communication skills
- Adaptable and able to handle multiple tasks and priorities
- Proactive, collaborative and team oriented

**Start date** : immediately or to be agreed

Joining us means having the opportunity to use your skills, to participate in the sports news and to contribute to the success of a modern and dynamic organization. If you are interested in this position and if you fit the profile, please send your complete file (cover letter, CV, work certificates and diplomas) by e-mail to the following address: [job@uci.ch](mailto:job@uci.ch)