

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.

To strengthen its team, the UCI is seeking a

## **Digital Project Coordinator (100%)**

### **French-English**

#### **Mission:**

Reporting directly to the Digital Manager, the Digital Project Coordinator will be responsible for daily management of the website [www.uci.org](http://www.uci.org) and the technical and functional development of the UCI's digital environments (data collection and processing, analytics, email campaigns, site user experience/user interface, applications, etc) with a view to guaranteeing maximum visibility for the UCI's actions in promoting cycling around the world.

#### **Main responsibilities:**

- Support the Digital Manager with the creation of the UCI roadmap.
- Provide daily management of the website [www.uci.org](http://www.uci.org) and help roll out the editorial calendar (publication of articles, documents and videos) in conjunction with the Sports and Communication departments.
- Under the responsibility of the Digital Manager, working together with the Community Manager with a view to optimise the usage of social media as a leverage of audience and influence
- Identify the key aspects of the functions/services to be developed or addressed at the site in conjunction with the IT Department, all our internal services and our service providers: technical specifications, mock-ups and storyboards, user stories, testing, etc.
- Carry out performance reports on the UCI website, both annually and after the Federation's flagship events, in coordination with the Social Media Editor.
- Support the Digital Manager with the customer data collection and processing strategy with a view to defining the audiences of the UCI's various disciplines as accurately as possible.
- Make proposals regarding the new digital services to be offered to all the UCI's audiences and stakeholders (both internal and external).
- Monitor technology and digital trends with a view to helping the UCI in its role as an innovator.
- Work closely with the marketing team in defining, managing and reporting on digital activations that respond to the needs and objectives of our Federation's partners.
- Ensure the visibility of our events online by working with the TV and broadcaster teams.
- Other possible missions depending on the KPIs identified with the Digital, Communication, Marketing and Sales heads and technological market developments identified as key by the UCI.

#### **Requirements:**

- Higher education studies in the fields of communication, advertising, media and digital.
- Previous experience in digital project management essential (web and/or mobile deployments, redesign of website, roll-out of eCommerce solutions, etc).
- Understanding of a range of technical environments relating to the digital arena (APIs, web and mobile development, tagging and analytics tools, etc) with a view to comprehending challenges and making recommendations.
- Good knowledge of key success factors in SEO, SEA, ASO.
- Command of digital promotional concepts: real-time bidding, remarketing, retargeting.
- Command of Microsoft Office suite (Word, PowerPoint, Excel).
- Knowledge of marketing and customer relations an advantage.
- Command of English and French (spoken and written).

- Strong interest in new technologies.
- Ability to manage several tasks at the same time, set priorities, and work to tight deadlines.
- Attention to detail and accuracy.
- Self-sufficient and proactive.
- Honest, dynamic and motivated.
- Team player with excellent interpersonal skills.
- A fan of sport in general and cycling in particular.

**Start date :** 1<sup>st</sup> of December 2019 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](mailto:job@uci.ch).