

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, 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.

For its Digital, Communications, Marketing and Sales Department, the UCI is looking for a:

Social Media Intern (100%)

7 months

English-French

Mission :

With a combined audience of more than three million fans, the UCI's social media channels aim to inspire, educate and unite the global cycling community to promote cycling in all its forms. From conception, to presentation and execution, we aim to create social content that reflects the expectations of the audience via nearly thirty accounts across Facebook, Twitter, Instagram and YouTube.

As Social Media Intern, you'll be an integral part of the highly motivated and passionate UCI Digital Team that is striving towards making cycling the sport and activity of the 21st century and grow the UCI's social media channels. Reporting directly to the Social Media Editor, the Social Media Intern will be tasked with the daily creation of engaging content in accordance with the editorial plan and that matches the high-quality standards set by the digital team. Community Management across the UCI's social media channels will comprise an important part of your daily activity too. Whether it's interacting with fans or giving kudos to athletes, you'll be expected to adopt a consistent tone of voice that reflects the UCI's digital voice.

Main responsibilities :

- Support the Social Media Editor with the daily creation of content that will engage the UCI audiences, with a view to ensuring that best practices per social media platform are met.
- Manage the daily community in line with the UCI's digital editorial guidelines.
- Work closely with the UCI digital team to implement new workflows and optimise existing ones to boost overall digital performance.
- Help to collect analytics across the UCI's social media channels on a weekly basis. Contribute to event reports from UCI events for internal and sponsor purposes.
- Identify UGC opportunities that could be relevant for the UCI channels and coordinate the content collection / usage.
- Participate in the content creation and promotional plans and make proposals for new content activations based on digital trends that also reflect the UCI's overall vision to promote cycling.
- Help to ensure maximal visibility of UCI events across social media.
- Work closely with the Social Media Editor to grow the UCI World Cycling Centre channels.

Profile:

- Currently undertaking or recently completed higher education studies in one of the following fields: Communication, Media or Digital.
- Active experience across all major social media platforms. In depth understanding of Facebook, Twitter, Instagram, YouTube and TikTok. Proven professional experience is a plus but not essential.



The Union Cycliste Internationale (UCI) has been EDGE Assess certified since 2019. EDGE certification is the leading global business certification standard for gender equality. The UCI is the first international sporting Federation to be EDGE Assess certified. Wishing to strengthen its status as a leader in this field, the UCI now aims to reach the next level of certification.

- Ability to demonstrate experience with Adobe Suite: Premiere Pro, Lightroom. Experience with Social Media Management tools is welcomed too.
- Fluency in English & French.
- Creative drive to put forward new ideas
- Excellent typography skills with a strong creative aesthetic.
- Ability to multitask and perform well under pressure.
- Proactive attitude with strong time management and interaction skills.
- Understanding and passion for cycling is huge plus!
- Travel to events may be required.

Start date : immediately or to be agreed

Fin de stage : 31st December 2021 at the latest

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.



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