

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:

Marketing Intern (100%) (6 to 9 months) English-French

Summary :

Reporting directly to the Marketing Manager, the Marketing Intern will work directly with the Sponsor Coordinators in preparing and monitoring UCI Partners' initiatives— in particular in relation to the UCI 2021 MTB, Road, BMX, Urban and Track World Championships.

Main responsibilities :

- Setting up and updating marketing projects monitoring tools
- Updating some UCI prospection documents

Mountain bike

- Preparation of information guides for UCI MTB World Cup and UCI MTB World Championships' Partners
- Assistance with set-up of some UCI Partners' marketing materials with UCI MTB World Cup and UCI MTB World Championship organisers
- Approval of visual promotional materials based on pre-existing styleguides
- Management of some logistical aspects (accreditation lists, shipping and return of equipment, merchandising inventory, etc.)
- Preparation of post-event reports for UCI MTB World Cup and UCI MTB World Championships' Partners
Assistance with preparation of Partners' activations

Road

- Preparation of information guides for UCI Road World Championships' Partners
- Involvement in updating the marketing matrix, implementation plan, briefing of official photographers, financial information, etc.
- Implementation of initiatives with UCI Partners related to the centenary of UCI Road World Championships (2021 edition in Flanders)
- Management of logistical aspects before and during the event (hotel bookings for our partners, inventory of promotional materials, management of merchandising stocks, etc.)
- Approval of visual promotional materials based on pre-existing styleguides
- Assistance with preparation of Partners' activations.

Other

- Assistance to Coordinators on the delivery of partner initiatives.
- Definition and implementation of digital communication initiatives with UCI Partners before and during events.
- Definition and deployment of joint studies between the UCI and its Partners
- Updating the list of signage media to share with our audience measurement and Rol agency.



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.

Profile:

- Currently studying or recently completed a higher-education qualification in marketing and/or sports event management
- Proficient in data analysis and financial information
- Fluent in written and spoken English (proficient) and French
- Highly proficient in IT tools (Word, Excel, PowerPoint, Outlook, etc.)
- Attention to detail and accuracy
- Good analytical skills
- Ability to work independently and solution-oriented
- A team player who is able to build strong relationships with both colleagues and external partners, in an international environment
- Strong sense of integrity, dynamic and motivated
- Passionate about sport in general and cycling in particular
- Available to work on weekends.

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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