

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 Transformation Department, the UCI is looking for a:

## **Digital Content Intern (100%)**

**English and French**

### **Main goal**

As UCI Digital Content Intern, you will play a key role in growing the UCI's social media presence, engaging with its global cycling community of over 5 million passionate fans, and supporting interdivisional projects. You will report directly to the UCI Digital Content Manager.

### **Key Responsibilities**

- Create engaging content for the UCI social media channels in accordance with the editorial plan and high-quality standards
- Support the content planning strategy by contributing ideas, assisting with scheduling, and ensure posts align with key cycling events
- Assist with multimedia production, including photos, graphics and videos to increase the social media engagement
- Interact with the UCI community, responding to fans, celebrating the athletes' journeys, and ensuring a consistent and engaging tone of voice
- Contribute to the collection and analysis of social media insights on regular basis, and to event reports for internal and sponsor purposes
- Monitor social media trends to identify new concepts, formats or designs that could lead to audience growth
- Collaborate with other UCI departments to support institutional and external campaigns.

### **Profile**

- Currently pursuing or recently completed higher education studies in one of the following fields: Digital Communication, Design, Marketing, or Media
- Proficiency in English and French is mandatory. Any other language is an added value
- Strong communication skills with ability to adapt to UCI's tone of voice and to engage with stakeholders at all levels
- Skills in content creation, analytics, and community management
- Experience and understanding of major social media platforms: Facebook, Instagram, TikTok, and X
- Proactive and solution-oriented
- Ability to work under pressure and multitask
- Creativity in generating new ideas and visual formats
- Strong time-management and interpersonal skills, with the ability to collaborate effectively within a team
- Trend-savvy and quick to learn about and adopt new tools
- Experience with graphic, video and modern visual tools (e.g. Adobe, Canva) is a plus
- A strong understanding and passion for cycling is highly valued, but not mandatory
- Travel to events may be required.



Union Cycliste Internationale (UCI) has been EDGE 'Move' certified since January 2022. EDGE certification is the international reference standard for organisations in terms of gender equity. The UCI is the first international sports federation to be EDGE 'Move' certified.

**Duration:** 8 to 12 months

**Start date:** As soon as possible

Join us and you will have every opportunity to showcase your skills, get involved in exciting sporting activities, and 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).



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