



Job Description

Communications and Media Relations Officer

Contract budget: 10,000€ with potential growth to 15,000€

Purpose of job:

The communications and media relations manager can be located anywhere in the world provided they are available for regular meeting times which are set for around 14:00CET. The role is responsible for implementing and delivering media and communications strategies, PR writing and editorial content production. You will become the voice of the World Snowboard Federation and the World Snowboard Tour to all stakeholders and all of its International Federation Members. The role is responsible for the WSF's social media and website content production, graphic image and messaging.

Key duties and responsibilities:

- 365 days a year communications manager role
- 52 weeks of the year communication is essential
- Social Media editorial producer / coordinator
- Newsletter creation and distribution
- VISION / MISSION internal / external document creation for online publishing
- Website information management and updating in partnership with the General Secretary
- PR contact list management with constant updating of contacts
- Advertising / Marketing boosting and social media ad placing to increase brand awareness
- Editorial creation for WSF website to then push through core media partners – TWS / Snowboarder as well as NSO's regional media partners and social platforms. Editorial is key in a world of sharing content – the ones producing the content are the ones creating the message.
- Editorial interaction with FIS as well as the AFP to better communicate a single World Tour
- Coordination with WSF NSO members to promote their WSF activities



Selection criteria – essential qualities and skills:

- Graphics skills for website editorial and social media
- Text writer with English as first language for all WSF communications
- Must attend all board meetings for reporting and valuable internal operations understanding
- CMS management understanding for editorial updating
- Ability to editorially plan a 12 month rolling calendar based around:
 - Events of interest
 - Social media spike periods
 - Membership renewals
 - Season calendar
 - Social media engagement targeting market growth
 - Confidence in the content a complete understanding of the sport and marketplace
 - Proven ability to cover international events in media

Platforms:

- WSF Website
- Instagram
- Facebook pages
- Newsletters

Contact:

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