

The International Ski and Snowboard Federation (FIS) is the governing body for international skiing and snowboarding. Founded in 1924 during the first Olympic Winter Games in Chamonix, France, and recognized by the International Olympic Committee (IOC), FIS manages the Olympic disciplines of Alpine Skiing, Nordic Combined, Cross-Country, Ski Jumping, Freestyle, and Snowboard, including setting the international competition rules. FIS is also recognized by the International Paralympic Committee (IPC) and manages Para Alpine Skiing, Para Cross-Country and Para Snowboard. Through its 140 member National Ski Associations (NSAs), more than 7,000 FIS competitions are staged annually. The federation oversees World Cup competitions and biannual World Championships.

We are looking for a **Social Media Operations Manager** with immediate effect or by arrangement.

### **Role Description:**

As the Social Media Operations Manager at FIS, you will be responsible for the strategic planning, scheduling, and delivery of content across all FIS social media platforms. You will ensure that content flows smoothly from ideation to publishing—supporting storytelling, live coverage, commercial activations, and athlete-led campaigns with operational excellence.

You will work in close collaboration with the FIS Digital Strategy and Platform Manager to ensure that all social media activities are aligned with FIS' broader digital objectives, including innovation, monetization, and platform development.

A core part of your role will be to plan and oversee community engagement across social platforms, turning FIS channels into vibrant, two-way hubs for global winter sport fans, athletes, creators, and partners. From shaping fan-facing interactions to enabling creator contributions, you will help position FIS channels as community-led platforms that grow loyalty and participation.

### **Your responsibilities:**

- Lead the cross-platform social media content calendar, ensuring timely, strategic and audience-aligned publishing across Instagram, TikTok, YouTube, Facebook, X (Twitter), and Chinese Channels
- Align with the FIS Digital Strategy & Platform Manager to connect content operations with overall digital goals, product updates, and platform concepts and initiatives
- Coordinate daily publishing workflows between content creators, editorial, commercial and creative teams—ensuring assets, captions, and approvals are in place
- Manage social media planning tools and maintain up-to-date scheduling dashboards

- Develop and maintain seasonal campaign overviews, platform-specific strategies, and live event run-of-shows
- Plan and oversee community engagement tactics across platforms—engaging directly with fans, seeding conversation, and amplifying creator and athlete content
- Ensure all planned content adheres to FIS tone, brand identity, partner requirements and technical specs
- Liaise with commercial and brand activation teams to plan and deliver sponsored content and digital rights executions
- Support real-time publishing during World Cups, Championships, and Olympic events
- Track publishing and workflow KPIs to improve coordination, consistency, and impact
- Facilitate regular content planning syncs and cross-functional check-ins with editorial, marketing, and digital leads
- Stay up to date with evolving platform best practices, tools, and creative trends to inform FIS' social playbook

#### **Your profile:**

- 2-3 years of experience in social media planning, content operations, or editorial coordination—preferably in sports, entertainment, or media.
- Proven ability to manage high-volume publishing calendars and workflows across multiple platforms in real time
- Strong understanding of platform-specific best practices, formats, and scheduling tools
- Experience in community management and engagement, with a deep appreciation for community driven cultures, creator ecosystems, and two-way dialogue
- Familiarity with digital content rights, commercial integrations, and athlete-led storytelling in a fast-paced publishing environment
- Operationally minded with exceptional attention to detail, structured project management skills, and a solutions-oriented attitude
- Comfortable working in cross-functional teams and coordinating with editorial, marketing, digital product, and commercial units
- Strong written and verbal communication skills in English (German and/or French is a plus)
- Passionate about skiing, snowboarding, and the digital transformation of winter sports

Passionate about skiing, snowboarding, and the digital transformation of winter sports. Join us in shaping the digital future of FIS. Be part of passionate and dynamic team dedicated to deliver best-in-class digital experiences and services for our global community of fans, athletes and FIS stakeholders.

**Organisation values – Kindness Wins**

Please note that at FIS we champion an inclusive, safe and diverse working environment where all individuals are respected and valued. FIS upholds a zero-tolerance policy for harassment of any kind.

**Reporting:**

Report to the FIS Digital & Innovation Director

**Position details:**

**Location:** Remote

**Work Schedule:** 80-100%

**Start Date:** With immediate effect or by agreement

**Contract Type:** Permanent contract

**Contact:** Please submit your application (CV and letter of motivation) to e-mail: [hr@fis-ski.com](mailto:hr@fis-ski.com)