

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 **Digital Activations and Sales Manager** with immediate effect or by arrangement.

Role Description:

As the Digital Activations and Sales Manager at FIS, you will be responsible for driving digital monetisation initiatives and brand partner activations across FIS-owned digital platforms. This includes the strategic planning, execution and optimisation of branded content, sponsor integrations, and new commercial formats across our websites, apps, social channels and FIS TV. You will work closely with marketing, content, digital product, media rights and commercial teams, as well as sponsors and national associations to deliver impactful digital campaigns that engage fans and deliver measurable value.

Location: Remote

Your responsibilities:

- Develop and implement digital activations and campaign roadmap for partners across FIS digital platforms (FIS TV, websites, mobile apps, social media) as well as other relevant rights and assets
- Manage the delivery and performance of sponsor campaigns and commercial digital assets, ensuring alignment with brand objectives and audience engagement targets
- Design and implement branded content formats and integrated storytelling in collaboration with the media, content and communication teams
- Act as the interface between internal teams and commercial partners to translate sponsorship rights into engaging digital executions
- Coordinate activation campaigns across channels and oversee trafficking of assets and KPI tracking
- Identify and develop new digital monetization opportunities (e.g. digital advertising, subscriptions, e-commerce integrations, gamified experiences)
- Use analytics tools to measure the performance of digital activations and report back to sponsors and internal stakeholders

- Create sales presentations, proposals, and case studies that showcase the impact of FIS digital platforms for existing and potential partners
- Collaborate with cross-functional teams to scope commercial requirements and ensure seamless delivery of sponsor functionalities (e.g. branded formats, advertorials, in-app features).
- Proactively engage with existing and potential sponsors to pitch digital activation concepts, present performance data, and co-create tailored digital packages that align with partner objectives and drive revenue growth
- Monitor industry trends in sports marketing, digital activations and fan engagement to continuously evolve our commercial offering

Your profile:

- 3–5 years of experience in digital marketing, brand partnerships or digital media sales, ideally in the sports, entertainment or media sector
- Strong understanding of sponsorship and brand activation and valuation strategies in a digital environment
- Experience delivering multi-platform campaigns and managing branded content productions across web, mobile and social.
- Familiarity with performance marketing, digital monetisation models, and key digital metrics (CPM, CTR, engagement rate, conversion)
- Proficient in tools such as Google Analytics, Meta Business Suite, ad servers, CRM systems, and creative production workflows
- Excellent project management, presentation and communication skills, with the ability to collaborate with partners, stakeholders and cross-functional teams
- Creative thinking with commercial acumen and a fan-first mindset
- Strong proficiency in English (German and/or French is a plus).

A passion for skiing, snowboarding or winter sports is highly desirable, as is a strong awareness of digital fan behaviour and global sports trends.

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)