

# Head of Marketing, Communication & TV

**Full-time** | Lausanne

## Your **Mission**

At World Gymnastics, visibility, reputation and partnerships are key to supporting the Federation's mission and sustainability. Based in Lausanne, the Head of Marketing, Communications & TV defines and coordinates global positioning across marketing, institutional communication, media and broadcast, while leading a team of dedicated professionals. Reporting to the Secretary General, the role ensures coherent brand, messaging and content strategies, and contributes directly to revenue and partnership development through enhanced visibility, media value and sponsorship support.

## Your **Responsibilities**

- Define and implement an integrated marketing, communication and TV strategy aligned with organisational objectives and governance priorities.
- Ensure consistent brand identity, messaging and tone across all platforms, channels and audiences.
- Oversee institutional media relations and public communications, including high-visibility and sensitive situations.
- Define strategic orientations for TV and broadcast activities, ensuring editorial coherence and value creation, while operational delivery remains under the responsibility of sport and operations functions.
- Support revenue and partnership development by strengthening the visibility, positioning and activation value of FIG events, media assets and content.
- Contribute to sponsorship and partnership initiatives by developing coherent brand platforms, visibility assets and communication frameworks across marketing, communication and TV.
- Coordinate digital platforms, editorial content and publications across written, digital and audiovisual formats.
- Lead internal communication initiatives to support organisational clarity, alignment and engagement.
- Manage and coordinate a small multidisciplinary team, ensuring alignment, efficiency and quality of delivery across marketing, communication and TV activities.
- Advise the Secretary General on reputation, communication, visibility and partnership-related matters.

## About **You**

- University degree in Marketing, Communications, Media or a related field.
- At least 10 years of experience in marketing, communication or media roles within international sport environments; familiarity with the specificities of gymnastics and its competitive ecosystem is considered a strong asset.
- Demonstrated exposure to broadcast or audiovisual environments at a strategic level.
- Proven experience contributing to revenue and partnership development
- Strong understanding of brand management, media relations and commercial visibility
- Excellent communication and stakeholder management skills.
- Fluency in English and French; other languages are an asset.
- Valid Swiss working permit.



## We Offer

- The opportunity to contribute to a leading international sports federation with global reach and strong institutional visibility.
- A senior role combining strategic influence, cross-functional coordination and contribution to revenue and partnership development.
- A human-sized, multicultural environment fostering collaboration, trust and professional autonomy.
- A position offering diversity of challenges, international exposure and meaningful impact.

## About World Gymnastics

The Fédération Internationale de Gymnastique (FIG) — operating under its brand World Gymnastics™ — is the international governing body recognised by the International Olympic Committee (IOC) for the sport of gymnastics. Founded in 1881, it is the oldest established international federation of an Olympic sport and has been part of the Olympic Games since their revival in 1896. FIG governs nine sports: Gymnastics for All, Men's and Women's Artistic, Rhythmic, Trampoline & Tumbling, Acrobatics, Aerobics, Parkour and Paragymnastics. Through the World Gymnastics™ brand, the federation promotes participation, inspires engagement, and supports the long-term development of the sport worldwide. FIG brings together 165 member federations and engages millions of athletes, coaches, officials, and fans, making gymnastics one of the world's most widely practiced and watched sports.

World Gymnastics™ is a trademark of the Fédération Internationale de Gymnastique (FIG).

*At World Gymnastics, we foster trust, promote equality, celebrate diversity and ensure gymnastics thrives with integrity, innovation and inclusivity worldwide*

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## APPLY NOW

Please send your applications to **hr@worldgymnastics.sport**  
Only direct applications will be considered.

We believe that in order to recruit the best professionals all applications must be reviewed equally. For this reason, all the elements you wish to share with us in your file are not discriminating (photo, age, gender, location for example). We are committed to offering equal opportunities. If your application is selected, we will reach out for an introductory call. As part of the interview process, we always ensure complete insight and transparency, namely, you will have the chance to meet people who will be crucial to your future success in the role.

When applying to this career opportunity, the candidate acknowledges and agrees that, in accordance with relevant legal regulations, World Gymnastics will collect and process his/her personal information for the purpose of contacting you and to analyse if your profile meets our criteria for the job. In the absence of a favourable response from us, we will keep your personal data for a limited period so that we can contact you again if we have new job offers.