

# Digital Communications & Content Manager

Full-time | Lausanne

## Your **Mission**

At World Gymnastics, communication shapes the federation's reputation, deepens engagement with the Olympic Movement and connects the sport with audiences worldwide. Based at the headquarters in Lausanne, the Digital Communications & Content Manager leads the federation's digital strategy, oversees editorial content production and social media output, and ensures visibility across all digital channels. You coordinate content delivery in alignment with the event calendar, supervise agencies and creative contributors, and use analytics to continuously optimise the federation's online presence and impact.

## Your **Responsibilities**

- Lead and coordinate editorial planning and content production for online and offline sport communications.
- Develop and implement the federation's digital communications and social media strategy.
- Work in close cooperation and guide the Digital Content Creator in the strategy and content production
- Supervise agencies and freelancers in the production and dissemination of content across all platforms.
- Manage, monitor and analyse the performance of digital communication channels and translate insights into continuous improvement.
- Plan, coordinate and manage media and photo operations at major sport events.
- Ensure editorial consistency, brand alignment and quality across all federation digital platforms.
- Collaborate and coordinate with Digital Content Creator, IT, Sport and TV teams to ensure timely and accurate communication of results and digital content.
- Drive analytics-based reporting to optimise the federation's online presence and audience engagement.
- Oversee the administrative management of contractors and communication workflows.
- Lead or contribute to special cross-functional communications and promotional projects.

## About **You**

- University degree in Communications, Journalism, Digital Media or related field.
- Minimum 7 years of experience in digital communications, content management or sport media, with a proven track record in social media strategy for an international organisation.
- Proven experience in media operations at major international sports events.
- Proficiency in digital tools including CMS platforms, social media management tools, analytics platforms and video distribution systems. Working knowledge of Adobe Creative Suite.
- Strong editorial judgement combined with a data-driven mindset.
- Excellent project management skills with the ability to coordinate agencies, freelancers and cross-functional teams in a fast-paced, event-driven environment.
- Full professional fluency in English and French; additional languages are an asset.
- Valid Swiss work permit.



## We Offer

- Being part of a leading international sports federation, contributing to the global digital presence and fan engagement of gymnastics.
- A role combining strategic vision and hands-on content delivery, with direct impact on the federation's digital footprint across major international events.
- A human-sized, multicultural environment fostering collaboration, trust and autonomy, giving space for initiative and innovation.
- An engaging position at the crossroads of communications, sport and technology, with exposure to a wide range of platforms, partners and stakeholders.

## 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](mailto: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.