

FISA Chinese Communications Coordinator

FISA, the World Rowing Federation, is empowered by its 155 member National Rowing Federations, the National Olympic Committees and the International Olympic Committee to govern the sport of rowing.

The goals and objectives of FISA are to efficiently: develop, promote, present and govern the sport of rowing and protect where we row. To encourage the development of the sport of rowing and strengthen the bonds that unite those who practice it, the mission of FISA is to make rowing a universally practiced and globally relevant sport, and to spread the sport in all its forms. All members of FISA benefit when all components of FISA are strong.

Within these principles, FISA has identified the importance of China in Asia for its support.

Objective: Analyse and create a coherent strategy for and carry out communications in China and in the Mandarin Chinese language. This will include all forms of communication, written, digital including social media and video. As well, the media coverage of the key events in World Rowing and key events in China are critical elements.

Responsibilities include:

1. Overall Chinese Language Communications Strategy

Development and implementation of FISA's Chinese communications strategy, including printed, digital and video, as well as those connected to events and governance.

2. Chinese Language FISA Website

Creation and editing the Chinese version of worldrowing.com website First task is to establish the opportunities and challenges as well as a budget for approval.

3. Chinese Language Social Media

Selecting, managing and editing FISA's Chinese social media platforms.

4. Chinese Language Event Media Coverage

Coverage of the FISA main events as well as China's main events on FISA's Chinese digital platforms as member of FISA's media team.

5. Assistance with the coordination of World Rowing events in China

Assisting relevant event managers with the coordination of communications around the preparation and staging of these events, including close coordination with the Chinese Rowing Association.

6. General Assistance in the FISA Office and to the Marketing Department when requested.

As directed by the FISA Executive Director and Marketing Director

Profile

- University graduate or equivalent
- Mother-tongue Mandarin, excellent English, written and verbal, some French
- Ability to communicate well and be a team player
- Rowing background desirable
- Excellent computer skills, particularly word and excel
- Willingness to travel extensively to international events
- Base will be Lausanne, Switzerland
- Term: a minimum commitment until October 2021

Please send current CV with a cover letter which explains how this job fits into your career path by 14 March 2019 to matt.smith@fisa.org