

The UIAA is the International Climbing and Mountaineering Federation - founded in 1932 and has a global presence on six continents representing 90 member associations and federations in 67 countries. The UIAA promotes the growth and protection of mountaineering and climbing worldwide by - *preserving their spirit and traditions, advancing safe and ethical mountain practices, promoting responsible access, culture, and environmental protection, supporting youth participation and the Olympic movement.*

For its digital communications and marketing UIAA Ice Climbing is looking for a:

Social Media Intern (50-100% - negotiable) (6 months) – UIAA Ice Climbing

Summary : Reporting directly to the UIAA Event Coordinator, the Social Media Intern will work to create a social media development plan to achieve the following aims:

1. Increase the number of followers and hence views of our content on the UIAA Instagram, Facebook, YouTube and Twitter.
2. Create a detailed social media plan for the entire year, so staff/volunteers know how and when they need to be putting out content on social media for maximum reach.
3. Create targeted social media campaigns with good quality promotion (both paid and organic) for each of the UIAA three pillars at appropriate times throughout the year.
4. Allow other partners/stakeholders (athletes, member federations, sponsors etc.) to get involved in our social media campaigns to further increase the reach of the UIAA, and give them a sense of involvement in the content that we produce and see how it can influence the views/fans/other stakeholders of the UIAA.
5. Support UIAA marketing and communication projects.

Profile:

- Currently studying for a higher-education qualification in digital, marketing, media, communication or similar – this internship can be used as a final year project
- Active experience across all major social media platforms. In depth understanding of Facebook, Twitter, Instagram and YouTube
- Proficient in data analysis and social media evaluation and planning
- Fluent in written and spoken English
- Highly proficient in IT tools
- Attention to detail and accuracy
- Ability to work independently and be target orientated
- Strong sense of integrity, dynamic and motivated
- Passionate about outdoor sport in general and climbing in particular
- Knowledge of the outdoor and climbing industry and its main players
- Available to possibly attend international competitions during the winter season

Start date : 1 October 2021 – negotiable

End date : 30 May 2022 -negotiable

Join the UIAA to use your skills on an international world cup competition circuit and contribute to the success of a modern and dynamic international federation. National minimum wage, all travel and related expenses will be covered by the UIAA. If you are interested in this role and you meet the profile criteria, please e-mail your application (covering letter, CV, references and qualifications) to rob.adie@theuiaa.org by the 1 July 2021. The UIAA is based in Switzerland, but the role will mostly be completed remotely.