



Job Title: FIBA 3x3 Content Associate
Department: FIBA 3x3 Media and Fans based in Mies, CH (Headquarter)

Company background:

FIBA, with global headquarters in Mies/VD Switzerland, is the world governing body of basketball and an independent association formed by 212 National Basketball Federations throughout the world.

FIBA has a truly global reach with five Regional Offices worldwide to support National Federations in their efforts to develop Basketball on the ground. FIBA is a non-profit organisation and recognised as the ultimate authority in basketball by the International Olympic Committee (IOC).

Position Overview

We are seeking a Content Associate to support our digital growth and storytelling ambitions. This role will focus on fan-focused content and video production and on PR and media operations, ensuring our fans stay connected, engaged, and inspired through authentic, high-quality content. This role is perfect for a creative, organized, and sports-passionate communicator who understands how to turn moments into stories that resonate globally.

Content Production & Fan Storytelling (80%)

- Contribute creative ideas and produce engaging content tailored for FIBA 3x3's global audience across Instagram, TikTok, YouTube, Facebook, and event websites.
- Assist in the daily publication of content (posts, stories, reels, short-form videos) and help maintain a consistent, exciting tone of voice.
- Work closely with the video team and agencies to storyboard and coordinate production of fan-centric content—game winners, top plays, fashion moments, unboxings, behind-the-scenes, etc.
- Participate in live event coverage (remote and onsite), including planning, shooting, or coordinating real-time content.
- Ensure athlete and fan storytelling is diverse, inclusive, and emotionally engaging.
- Support the creation of video and graphic packages for event promotion and recap.

Content Ecosystem Management

- Coordinate and implement marketing and brand content campaigns across platforms.
- Lead the organization and management of the 3x3 digital content library to ensure accessibility and scalability.
- Develop distribution workflows to maximize reach and impact of digital content.
- Monitor and enhance image and video quality standards across all channels.
- Manage and execute contracts with content creators, agencies, and suppliers.
- Coordinate live event content coverage, including managing onsite and remote resources.
- Produce activity reports and content performance summaries after major tournaments.
- Participate in the coverage of 3x3 events and tournaments around the world.

Community Management & Engagement

- Interact with fans across all FIBA 3x3 social media accounts, responding to comments, curating UGC, and identifying fan shoutout opportunities.
- Engage with the extended 3x3 ecosystem—players, influencers, and creators—by interacting with their posts and bringing the best stories into our ecosystem.

PR & Media Operations (20%)

- Support the drafting and distribution of press releases for major announcements and events.
- Assist the media operations team during live events—managing photo/video content flow, coordinating media requests, or helping with post-game quotes.
- Coordinate with broadcasters and media partners to align on promotional material and delivery of highlights.

Skills & Qualifications

- Minimum 2 years of experience in digital content, social media, or sports journalism.
- Degree in relevant field (Media & Communication, Journalism, Digital Media...)
- Proven creative flair in social storytelling and video scripting.
- English & Chinese Native Speaker (written and spoken – Chinese is a must)
- Excellent writing, editorial, and proofreading skills.
- Strong knowledge of the digital media and sports content landscape.
- Confident using Adobe Creative Suite (Premiere, Photoshop) or Canva.
- Experience in or passion for sports, particularly basketball and 3x3.
- Comfortable working under pressure and with fast turnarounds during live events.
- Team player with great interpersonal and organizational skills.
- Willingness to travel for international events (including some weekends).

What we have to offer:

- **Collaborative & Inclusive culture:** As an equal opportunity employer, FIBA encourages women to apply and offers an inclusive and multicultural environment with a strong sense of belonging. Join a team rich of more than 48 different nationalities with individuals who are passionate about sports and committed to excellence, fostering a positive workplace culture.
- **Flexible Working Arrangements:** Benefit from flexible working hours and remote work options (up to 2 days per week), and the possibility to work part-time ensuring a better integration of your personal and professional life.
- **Innovative and Dynamic Work:** Be at the forefront of technological advancements, providing support to critical applications and contributing to the ongoing improvement of our systems, tools, and platforms.
- **Impact at a Global Level:** Contribute to the success and evolution of a world-leading sport's governing body, making a tangible difference to the sporting community worldwide.
- **Employees Programs:** Enhance your skills and career trajectory through our continuous professional development and staff programs.