Founded on 14th April 1900 in Paris, the Union Cycliste Internationale (UCI) is the world governing body for cycling. Its mission is to develop and supervise cycling in all its forms and for everybody, as a competitive sport, as a healthy recreational activity and as a means of transport. Additionally, the UCI promotes a number of its own events, including the UCI Road World Championships, an iconic annual event, and a wide range of other UCI World Championships and World Cups across the various disciplines. It is based in Aigle, Switzerland, at the UCI World Cycling Centre.

The UCI is looking for a:

# Communication & Media Relations Officer (100%) – English-French

**Mission**

The Communication & Media Relations Officer's mission is to broaden the UCI's audience beyond specialist cycling media. He/she develops and maintains relationships with general-interest, mainstream and lifestyle media (national and international press, television, radio, magazines, online media and content creators) in order to raise awareness of cycling, the UCI and its events among new audiences. He/she works in tandem with the Communication & Media Relations Officer in charge of cycling media to ensure consistent messaging across all channels. He/she plays an active role in communications for the UCI World Championships and safeguards the UCI's media image. He/she reports to the Senior Manager Communication.

**Main responsibilities**

- Coordinate and implement the internal and external communication strategy.
- Manage media relations, respond to media enquiries, and organise interviews and events (press conferences, round tables, seminars).
- Write and distribute press releases, statements, articles and digital content.
- Prepare and support public appearances by the President and Senior Management.
- Oversee media coverage and produce press reviews, ensuring message consistency.
- Contribute to communications for the UCI World Championships and other sporting events, in coordination with internal teams and external service providers.
- Collaborate with internal departments and public stakeholders to ensure relevant and consistent messaging across all channels.
- Develop and implement the media relations strategy for general-interest, mainstream and lifestyle media, complementing the cycling media strategy.
- Identify angles and stories likely to appeal to the general public: human-interest stories, society, health, mobility, the environment, culture and innovation.
- Monitor and track media coverage, and produce press reviews and media impact indicators.
- Any other tasks related to the communication and media relations department, as required.

**Profile**

- Higher education in journalism, communication, public relations or a related field, or equivalent experience
- At least 5 years of experience in media or press relations with general-interest, mainstream or lifestyle media, ideally at international level
- Established network of contacts in mainstream media, ideally French-speaking and international
- Bilingual English / French; any other language is an asset
- Ability to make sport accessible and appealing to a non-specialist audience, and an interest in cycling
- Excellent writing, interpersonal and communication skills
- Excellent organisational skills and ability to work under pressure
- Team spirit, flexibility and good analytical and problem-solving skills
- Available to work irregular hours, including weekends and public holidays, and to travel regularly.

**Start date:** Starting immediately or to be agreed

Join us and you will have every opportunity to use your skills, to be involved in current sporting activities and to contribute to the success of a modern and dynamic organisation. If you are interested in this position and you meet the

criteria outlined in the profile, please e-mail your application and supporting documents (covering letter, CV, employment references and qualifications) to the following address: job@uci.ch.

We will only respond to applications that match the profile we are looking for.