

Formed in 1921, the Fédération Equestre Internationale (FEI) is the governing body for all international events in Jumping, Dressage and Para-Equestrian Dressage, Eventing, Driving and Para-Equestrian Driving, Endurance, Vaulting and Reining. It establishes the regulations and approves equestrian programmes for Championships, Continental and Regional Games as well as the Olympic & Paralympic Games.

FEI promotes equestrianism in all its forms and encourages the development of the FEI equestrian disciplines throughout the world, keeping the welfare of the horse at the heart of all activities.

Today, the FEI has 134 members of National Federations and there are over 3,700 international events annually, including a number of FEI Championships and global FEI series. Over 90,000 riders and horses are registered and women and men compete as equals.

Over 85 FEI staff are working in FEI's Headquarters in Lausanne, ensuring the sport continues to grow and flourish, the rules are enforced, the results are processed, the international calendar is managed, and that the very values that are at the core of equestrian sport are safeguarded and promoted.

### **Purpose of the Role**

The Digital Editor will be responsible for reviewing and approving any promotional, marketing and editorial content for the official FEI website and social media channels in China as part of the FEI global digital strategy to increase its digital traffic, engagement and acquire new audiences in China.

The ideal candidate will play a key role in digitally promoting the FEI brand, partners, competitions and any other initiatives focusing on the equestrian community and general public in the Chinese market, with the objective for the FEI Digital channels to become the prime online destination for equestrian sports in China.

Starting in January 2018, the candidate will work full-time and will report directly to the Commercial Manager, Digital Partnerships.

### **Key Responsibilities**

- Prepare a content delivery plan for the digital channels in China in Chinese Mandarin and English based on FEI master content plan
- Proofread and approve all content for publication within any FEI digital touch point in China ensuring accuracy, consistency and criteria such as brand guidelines, partners rights, etc.
- Monitor the FEI digital media channels in China and resolve or escalate any possible issue
- Create and maintain content publication guidelines for partners and content contributors
- Monitor traffic, content performance and the online FEI community in order to improve the FEI digital presence in China. Prepare management reports and adapt the content strategy on an ongoing basis in close coordination with China National Sports International (CNSI)
- Liaise with editors and agencies to develop new content ideas and opportunities for digital engagement, both in China and worldwide
- Oversee the online shop and the eSports offering to ensure contractual agreements are adhered to
- Monitor the digital media consumption trends in China and follow-up by providing regular reports

## Position Requirements

- Degree in Communication and Journalism or equivalent
- Native Mandarin Chinese speaker with excellent English command, French is a plus
- 1 to 3 years of experience in digital and social media communications. Sound knowledge and passion for online communications with a strong understanding of the social media environment and interest in design and visual aesthetics
- Perfect understanding of the current online digital media landscape and culture in China
- Excellent command of MS Office and digital editing tools
- Rigorous and meticulous with strong analytical skills
- Ability to work on multiple projects simultaneously, prioritise work and communicate effectively with all stakeholders
- Excellent organisation and coordination skills with the ability to work well under pressure and meet strong deadlines
- Knowledgeable in the sports and lifestyle markets. Interest in equestrian sport is a plus
- Experience in a fast paced and international industry with a good flair for marketing and business development

***If you are looking for an exciting opportunity within an international environment, please send your complete application to [recruitment@fei.org](mailto:recruitment@fei.org) by Friday 22 December 2017.***