

Digital Marketing Internship

(6 months - paid)

Lausanne, 31.5.2023

Are you passionate about sport, education and research?

Are you driven by KPIs and meetings targets?

Are you at ease when navigating digital environments?

Then join our motivated, international and young team of sports-minded people.

The International Academy of Sports Science and Technology (AISTS) is opening a 6-months Internship in Digital Marketing. As the Digital Marketing Intern, you will be in charge of:

1. implementing the digital sale, communication and marketing strategies on AISTS platforms
2. autonomously manage the production of communication and marketing materials
3. contributing to a successful recruitment of AISTS programmes' participants

About AISTS

Established in 2000, AISTS has the mission to bring a positive contribution to the management of sport by developing and delivering multidisciplinary expertise in topics related to sport, including management & economics, technology, law, medicine & biology and sociology. AISTS accomplishes its mission through postgraduate and executive education as well as applied research and consulting.

In particular, AISTS delivers the ¹Master of Advanced Studies (MAS) in Sport Management and Technology on its Lausanne campus, in cooperation with world-leading universities and business schools (University of Lausanne, University of Geneva, EPFL, EHL, IMD) and sport organisations (International Olympic Committee, International Federations). Next to its MAS, AISTS organises a 12-months postgraduate certificate in India (AISTS INDIA PGCP), a range of short programmes and e-learning courses.

AISTS delivers research and mandates, with expertise in economic impact of sport organisations and events, sustainability and legacy, digitalisation of sport, sport event management and sport equipment compliance.

The role

As the Digital Marketing Intern and in line with the sale, marketing and communication strategies, you will be in charge of:

1. Developing AISTS digital presence through:
 - o Managing AISTS Social Media accounts, including planning and production of their content and report on their performance;
 - o Copywriting of communications across all channels (articles, press releases, website, newsletter)
 - o Manage AISTS website, including daily monitoring, content update, issue management, etc.
 - o Content coordination and production with the agencies and alignment with the respective stakeholders
2. Leading on the creative, graphic and brand developments, including
 - o brochures, flyers and template production
 - o in-house photography & image editing
3. Contribute to the reporting and enhancement of AISTS digital activities:
 - o Track and monitor data from all relevant platforms, using advanced data analysing techniques (database & dashboard) and proactively manage leads generated in each platforms
 - o Collaborate with the AISTS IT suppliers to operate the necessary toolset.
 - o Identify and implement innovative solutions through the latest generative intelligence tools.

¹The MAS is ranked number 1 by Eduniversal Best Master Ranking since 2015.

The Candidate

Expected skills and experiences

- Bachelor in digital marketing, communication, design or business administration; master is a plus.
- Native English speaker with excellent copy writing skills; advanced level in French.
- Proven mastering of advanced digital marketing & communication strategies, techniques, and tools.
- Excellent command of MS Office 365 suite and in SEO and SEM, including Google Analytics.
- Good command of CMS (content management system) and website platforms, including Wordpress.
- Good command of Adobe In-Design, and Canva.
- Sport literate and passion for sport, ideally working experience.
- Experience in international environment.

Your behaviour and attitude

- Results focused, ability to sense priorities.
- Creative and fast thinker, able to quickly develop solutions.
- Reliable, collaborative and transparent attitude, ready to share knowledge and learn from others.
- Strong organisational, analytical, project and time management skills, with excellent attention to detail.
- Flexibility to work occasionally on evenings and weekends.
- Sensitivity and tact.

Your future work environment

AISTS is a not-for-profit foundation created by the International Olympic Committee, EPFL, University of Lausanne, University of Geneva, IMD, EHL Business School, City of Lausanne and Canton of Vaud. AISTS offices are located in Lausanne, the Olympic Capital, in the Synathlon building of the UNIL campus, by the shores of Lake Geneva.

You will be working in an international team of 5-10 people passionate about and with experience in sport management and/or education, and reporting directly to the Head of Marketing & Admissions. You will be bringing the human dimension of people development to the digital world, collaborating with local and remote providers. You will be immersed in the academic world while facing the energetic and international atmospheres of AISTS education programmes and their participants.

The role requires on-site presence. The office provides facilities to easily practice sport.

If this environment is appealing to you and meet the above requirements, please send us your CV, work certificates and cover letter outlining your interest, in English.

Submission of your application to hr@aists.org, Ms Aude Thévenaz, AISTS Head of Administration & HR.

Application deadline: 19 June 2023

Starting date: As soon as possible, no later than August 2023

Please note that only qualified applicants will be contacted and there will be no feedback given.