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[www.canoeicf.com](http://www.canoeicf.com)

Job Title: Social Media Manager

Work Rate: Full-Time

Start Period: Immediate

Location: ICF Hangzhou Office (see website for details).

Hours of Operations: M-F 9am to 530pm Beijing time.

Deadline: August 10<sup>th</sup>, 2024

Apply to: [info@canoeicf.sport](mailto:info@canoeicf.sport)

## Job Description: Social Media Manager

Department: Growth & Communications

The Social Media Manager Internship at the International Canoe Federation (ICF) offers an exciting opportunity to gain hands-on experience in digital communications within the sports industry. As the global authority for canoe and kayak paddling sports, the ICF promotes a passion for paddle sport for all, from grassroots to elite levels. The Growth & Communications department plays a crucial role in advancing the mission of the ICF by driving global growth and enhancing communication initiatives, with a focus on athlete support, governance strengthening, global development, climate action, fan engagement, competition elevation, and revenue generation.

This is a key role in advancing the organisation's social media channels, the intern will focus on delivering engaging content across Weibo, WeChat, Douyin, and Red (Xiaohongshu) platforms. This role presents an excellent opportunity to gain practical experience in social media management and digital marketing while contributing to the growth and engagement of the ICF's online community.

A successful candidate will demonstrate creativity, strong communication skills, and a passion for digital media and sports. They will be a leader in using social media platforms and have a strong understanding of social media analytics and content strategy. Additionally, they will be eager to learn, adaptable, and able to work effectively in a dynamic team environment.

### *Responsibilities:*

- Assist in creating and scheduling engaging content for the ICF's social media channels, including Weibo, WeChat, Douyin, and Red (Xiaohongshu).
- Monitor social media channels for trends, news, and opportunities to engage with the audience.
- Collaborate with the growth and communications team to develop social media campaigns and initiatives to increase brand awareness and engagement.
- Respond to comments, messages, and inquiries from the audience in a timely and

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professional manner.

- Assist in tracking and analysing social media metrics to evaluate the performance of content and campaigns.
- Research and stay informed about social media trends, best practices, and platform updates.
- Assist in creating visual assets, including graphics, videos, and photos, for social media posts.
- Support the coordination of social media partnerships and influencer collaborations.
- Contribute to brainstorming sessions and idea generation for social media content and campaigns.
- Assist in maintaining a social media content calendar and ensuring content is aligned with brand guidelines and messaging.

*Requirements:*

- Currently enrolled in or recent graduate of a degree programme in Marketing, Communications, Digital Media, or a related field.
- Proficiency in Chinese and English languages.
- Strong understanding of social media platforms and their respective best practices, especially Weibo, WeChat, Douyin, and Red (Xiaohongshu).
- Strong written and verbal communication skills.
- Creative mindset and ability to think outside the box.
- Ability to work independently and collaboratively in a fast-paced environment.
- Passion for sports and a desire to pursue a career in digital marketing or communications.
- Fluency in English and Mandarin Chinese required; proficiency in additional languages is highly desirable.