

# CONTENT CREATOR/ SOCIAL MEDIA MANAGER [ARSA-003]

## Role Purpose

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As **Content Creator & Social Media Manager** for **Tudor Team Alinghi**, you will be responsible for capturing and shaping the story of the Team — bringing our journey to life through high-quality, innovative and creative video, photo and digital content.

You will own and manage our social media presence end-to-end: from strategy and idea development to production, publishing and community engagement. Your work will primarily fuel our social platforms, with additional contributions to the website and other digital channels.

## Key Responsibilities

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### SOCIAL MEDIA STRATEGY & CHANNEL OWNERSHIP

- Define and develop Tudor Team Alinghi's social media strategy.
- Identify and prioritise the most relevant and impactful platforms for our audience.
- Plan and execute content calendars aligned with key sporting and team milestones.
- Monitor performance metrics and continuously optimise content and platform strategy.
- Lead community management, fostering engagement and maintaining an authentic dialogue with our audience.

### CONTENT CREATION & PUBLISHING

- Immerse yourself in the Team environment to capture authentic, engaging moments.
- Independently develop creative concepts and storytelling formats.
- Film, edit and publish content with a quick turnaround from shooting to posting.
- Maintain a consistent tone and visual identity aligned with the Team's brand.

### WEBSITE MANAGEMENT

- Oversee the content and updates of the Team's website, ensuring alignment with social media activity.
- Ensure a coherent digital narrative across all owned platforms.



## Profile & Experience

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### MUST-HAVE COMPETENCIES

- Proven experience managing and growing social media channels end-to-end.
- Strong storytelling ability and a creative eye for compelling narratives.
- Hands-on video and photo production skills, including editing.
- Experience in community management and audience engagement.
- Ability to generate original ideas independently and execute them pragmatically.
- Capacity to work autonomously and manage multiple priorities in fast-moving environments.
- Excellent written and spoken English.

### NICE TO HAVE

- Experience in elite sport, professional sailing, motorsport, or similar high-performance contexts.
- Drone-operation skills and familiarity with aerial filming.
- Understanding of performance analytics and social media reporting tools.

### SUCCESS FACTORS

- Creative ownership and initiative.
- Strong interpersonal skills and ability to connect with diverse personalities across the Team.
- Resilience and adaptability in dynamic, performance-driven environments.
- A genuine passion for sport and storytelling.

### PLACE OF WORK

- To be discussed, with significant mobility expected between Team sites and event locations.

### HOW TO APPLY?

Please apply via the [online application system](#) or send your application to [hr@alinghi.com](mailto:hr@alinghi.com), mentioning the job reference **ARSA-003**.

### ***Equal Opportunity Statement***

*Alinghi Racing SA is an equal opportunity employer. We are committed to fostering an inclusive workplace that values diversity. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, sexual orientation, gender identity, national origin, age, disability, or any other legally protected characteristic.*