



Digital Channel Manager

Reporting to Head of Communication & Public Relations

Location: Budapest Headquarters, with regular collaboration with the Hangzhou Office and occasional international travel

Responsible for: Managing the ICF's global digital channels and CRM systems to ensure consistent growth, visibility, and audience engagement across all platforms, while coordinating closely with internal teams, external agencies, and international partners.

Position Overview:

The International Canoe Federation (ICF) is the global governing body for paddle sports, recognised by the International Olympic Committee (IOC), and responsible for overseeing 10 disciplines. With 171 national federations and millions of paddlers around the world, the ICF is committed to promoting a lifelong passion for paddle sport at all levels – from grassroots to elite.

In this role, you will play a key part in delivering the ICF's digital strategy as part of the 'Fit for Future' initiative, ensuring consistent growth and high-quality storytelling across all digital channels. Operating under the strategic guidance of the Head of Communications and Public Relations, you will be responsible for creating and managing robust digital content calendars that drive audience engagement and align with ICF's overall communication goals. You will also oversee the planning and performance of content across global platforms including Facebook, Instagram, YouTube, TikTok, and X (formerly Twitter), while collaborating with the Hangzhou office to support content tailored for Chinese platforms such as WeChat, Weibo, and Douyin.

This is a pivotal role within the Communications Department, requiring strong digital marketing and CRM expertise, an audience-first mindset, and a collaborative approach to ensure success across international teams and partner networks.

Responsibilities:

- Under the strategic direction of the Head of Communications, create and manage comprehensive digital content calendars across all global and regional platforms.
- Lead the day-to-day management and optimisation of the ICF's social media and digital channels.
- Develop and implement data-driven digital marketing strategies to grow reach, engagement, and brand visibility.
- Collaborate closely with the Hangzhou Office to support Chinese platform content and ensure cultural relevance and consistency.
- Manage editorial planning and digital storytelling in line with broader communications and campaign objectives.
- Oversee and maintain the ICF's CRM systems, ensuring campaign effectiveness, user segmentation, and analytics integration.
- Coordinate with external agencies, partners, and creative freelancers for content creation and campaign delivery.
- Monitor, analyse, and report on digital performance metrics, user trends, and audience behaviours.

- Collaborate with Communications, Broadcast, Sponsorship, and Events teams to ensure alignment across campaigns.
- Ensure consistency in branding, tone, and messaging across all digital channels.
- Recommend and implement innovative tools and formats that enhance digital engagement.
- Undertake special projects or tasks as assigned by the Line Manager or the Secretary General.

Key Attributes and Skills:

- Strong expertise in managing social media platforms (Facebook, Instagram, YouTube, TikTok, X) and Chinese platforms (WeChat, Weibo, Douyin).
- Demonstrated skill in building and executing content calendars and digital campaign timelines.
- Excellent knowledge of CRM systems, audience segmentation, and lifecycle marketing.
- Experience in digital storytelling, content planning, and brand engagement strategies.
- Proficient in digital tools including Meta Business Suite, Google Analytics, Mailchimp/Hubspot, and scheduling tools like Hootsuite.
- Highly organised with exceptional attention to detail and deadlines.
- Strong interpersonal skills with a collaborative and cross-cultural approach.
- Creative and analytical mindset with a passion for innovation and user experience.

Requirements:

- Degree in digital marketing, communications, media, or a related field.
- Minimum of 5 years' experience in a digital channel management or social media role, ideally within an international sports or lifestyle organization.
- Proven success in building digital audiences, driving engagement, and delivering integrated campaigns.
- Excellent written and spoken English; Mandarin is a strong advantage.
- Familiarity with Chinese digital content and platform ecosystems.
- Ability to work flexible hours and collaborate across time zones.
- Enthusiasm for paddlesport and the power of sport to connect people globally.