



Social Media Coordinator

Reporting to Head of Communication & Public Relations

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

Responsible for: Creating engaging social media content and managing online communities across ICF's global and regional platforms to increase audience reach, engagement, and brand loyalty.

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 contribute directly to the ICF's visibility and audience engagement by developing high-quality, creative content and managing relationships across digital communities. Reporting to the Digital Channel Manager, you will play a key role in executing the social media strategy, supporting the delivery of the 'Fit for Future' initiative, and building a global paddlesport community that is active, informed, and inspired.

You will work closely with the Hangzhou Office to support the adaptation of content for Chinese platforms while ensuring high performance across ICF's mainstream channels including Instagram, Facebook, TikTok, YouTube, and X (formerly Twitter).

Responsibilities:

- Create and publish daily content (visual, video, text) across ICF's social media channels to enhance engagement and brand storytelling.
- Manage community interactions, responding to comments, messages, and fan enquiries with a consistent tone and voice.
- Collaborate with the Digital Channel Manager and Communications Team to plan and implement content calendars aligned with strategic campaigns and event timelines.
- Capture and edit on-site content at ICF events to share behind-the-scenes moments, athlete experiences, and live updates.
- Monitor trending topics and sport-related conversations to create timely and relevant content.
- Work with the Hangzhou Office to tailor content for Chinese platforms and ensure global consistency.
- Support influencer and athlete engagement through mentions, collaborations, and interactive content.
- Track performance metrics and generate regular engagement reports, using insights to shape future content.
- Stay informed of the latest digital and social media trends, tools, and best practices.
- Undertake special projects or tasks as assigned by the Line Manager or the Secretary General.

Always moving forward

Key Attributes and Skills:

- Creative thinker with excellent content creation and storytelling skills.
- Proficient in photo and video editing tools (e.g., Canva, Adobe Suite, CapCut, InShot).
- Strong copywriting skills with an understanding of social media tone and audience targeting.
- A keen eye for visual design, consistency, and brand representation.
- Confident communicator with the ability to interact positively with fans, athletes, and stakeholders.
- Organised, deadline-driven, and capable of managing multiple content streams at once.
- Culturally aware and able to adapt content for diverse audiences and platforms.
- Collaborative and proactive, with a willingness to work across departments and time zones.

Requirements:

- Degree in digital media, communications, marketing, or a related field.
- 3+ years' experience in social media content creation and/or community management.
- Demonstrated success managing online communities and growing social media engagement.
- Fluency in English (additional languages, particularly Mandarin, are an advantage).
- Willingness to travel internationally and work flexible hours, including evenings and weekends during events.
- Passion for paddle sport and enthusiasm for connecting with global audiences through sport.