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

Job Title: Digital Assets 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: 16 February 2025

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

## Job Description: Digital Assets Manager

Department: Communications

The International Canoe Federation (ICF) serves as the global authority for canoe and kayak paddling sports, overseeing 10 disciplines worldwide, recognized by the International Olympic Committee (IOC). With 171 national federations, the ICF unites millions of paddlers globally, from grassroots to elite levels, promoting a passion for paddle sport for all. The Communications Department plays a pivotal role in promoting the federation's brand, events, and initiatives to a global audience, ensuring alignment with the ICF's core values and strategic initiatives.

The Digital Assets Manager will spearhead the development and management of the ICF all ICF digital content. In addition to the digital content, the Digital Asset Manager will archive event results and other items of historical significance. They will also be responsible for staying abreast of emerging technologies and trends in digital development to ensure the ICF remains at the forefront of digital innovation.

A successful candidate will demonstrate strong leadership skills, strategic thinking, and a passion for paddle sports. They will have a proven track record of successfully establishing and managing the ICF digital assets, driving audience engagement, and delivering measurable results. Excellent communication and collaboration skills are essential, along with the ability to thrive in a fast-paced, multicultural environment.

### *Responsibilities:*

- Maintain a central archive of videos, photos, and historical resources.
- Collaborate with marketing team to optimise content for online campaigns.
- Ensure accessibility of digital assets for stakeholders.
- Establish digital content standards, workflows, and processes to maintain consistency and quality across all digital assets.
- Oversee the technical infrastructure and hosting environment of the digital asset to ensure reliability, scalability, and security.

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- Utilise proficiency in content management systems (CMS) to create visually appealing and responsive content layouts.
- Stay abreast of emerging technologies and trends in digital development.
- Contribute to the continuous improvement of digital processes and best practices.

*Requirements:*

- Bachelor's degree in computer science, Information Technology, Web Development, or a related field.
- 5+ years of experience in digital marketing, or related roles.
- Expertise content management systems, UX/UI design principles, and web analytics tools.
- Excellent leadership, communication, and stakeholder management skills.
- Passion for sports and a deep understanding of the unique challenges and opportunities in the sports industry.
- Fluency in English and proficiency in additional languages is highly desirable.