

# FÉDÉRATION INTERNATIONALE DE LUGE

INTERNATIONALER RODELVERBAND  
INTERNATIONAL LUGE FEDERATION  
Oberst-Lepperdinger-Straße 21  
5071 Wals-Siezenheim, Austria  
ZVR 801319517



## FIL Office

Nonntal 10  
83471 Berchtesgaden, Germany  
Phone + 49 - 8652 - 97577-0  
Fax + 49 - 8652 - 97577-55  
office@fil-luge.org  
www.fil-luge.org

The International Luge Federation (FIL) is immediately seeking a

## Marketing & Social Media Manager (m/f/d)

Location: flexible work and on site at international events

Start date: as soon as possible

### About The FIL:

The FIL is the global governing body for the sport of luge. It is responsible for organizing and conducting international competitions and continuously develops the sport in collaboration with national federations.

The event portfolio includes, among others, World Cups, World Championships, and the Olympic competitions. With events in Europe, North America, and Asia, The FIL reaches a global audience and contributes to the international visibility and further development of luge.

As a Marketing & Social Media Manager, you become part of this unique international network and dive right into the dynamic world of elite sports. You tell the stories behind the athletes, capture the speed and fascination of luge digitally, and bring the energy of our events to the screens of a global community. With creative ideas, a knack for trends, and a passion for sports, you help us inspire new audiences and take luge to the next level.

Whether thrilling race moments, emotional comebacks, or exclusive behind-the-scenes insights you turn them into content that inspires, connects, and leaves a lasting impression.

### Your responsibilities:

- Planning, managing, and executing marketing and social media campaigns on international platforms (including but not limited to Instagram, TikTok, X, YouTube, Facebook, Weibo, WeChat, LinkedIn)
- Conceiving and creating target-audience-specific content (text, images, video) related to events, athletes, and association-specific topics
- Managing, maintaining, and continuously developing the association's social media channels and overall digital presence (including the website)
- Participation in the planning and implementation of international marketing initiatives, as well as sponsor activations and partner campaigns
- Organization and execution of live coverage at major international events (e.g., Olympic Games, World Championships, World Cups)
- Analysis of relevant performance metrics (KPIs) as well as the derivation and implementation of appropriate optimization measures
- Supporting budget planning and independently managing sub-budgets in the marketing department



- Technical coordination and management of the content team in close collaboration with internal and external stakeholders
- Close collaboration with athletes, national federations, partners, and media representatives

#### Your profile:

- A completed degree or vocational training in marketing, communications, media, or a related field
- Practical experience in social media management, marketing, or the sports sector, ideally with a focus on international or digital communication initiatives
- Strong understanding of winter sports with a particular focus on luge
- Proficiency in using common social media platforms and relevant tools (e.g., Meta Business Suite, Canva, analytics tools)
- Creativity and a keen sense for trends, digital formats, and storytelling tailored to the target audience
- Strong experience in graphic design and relevant design tools
- Excellent written and spoken English (working language); additional foreign languages are a plus
- Ability to work well in a team (Press, Broadcast, Sport) combined with an independent, structured approach to work
- Valid driver's license and Willingness to travel frequently, especially during the winter season, including international assignments

#### What we offer:


- A position of responsibility in a dynamic, international environment with diverse opportunities for creative input
- The opportunity to actively shape and further develop the media presence of an Olympic sport
- Close collaboration with international broadcasters, agencies, media companies, and athletes
- International business travel in connection with World Cups, World Championships, and the Olympic Winter Games
- Flexible working hours and locations, as well as a modern work environment that encourages initiative and offers the option to work remotely

Interested in joining us?

Please send your application, including your salary expectations and earliest possible start date, to:

**Mr. Christoph Schweiger, FIL Executive Director**

 [schweiger@fil-luge.org](mailto:schweiger@fil-luge.org)

 Application deadline: **April 15, 2026**

Together, we'll take luge to the next level in the media.

Let's shape the future of luge – on screen and beyond!