

SPORTS MARKETING COORDINATOR (M/F/D), 60-80%

ATHLETES & SOCIAL MEDIA | SKATE, BIKE & SNOW



TSG is a global action sports brand creating helmets, protectors, goggles, and apparel for skate, bike, and snow. Our products are developed together with athletes and tested where it matters most: in the park, on the trail, and in the mountains.

We're looking for a Sports Marketing Coordinator who takes ownership of athlete marketing and social media content. This role is ideal if you are already experienced in sports or social media marketing, deeply connected to action sports culture, and comfortable working independently in a fast-moving environment.

What You'll Do

- **Athlete Management & Support**
Coordinate and support our international athlete team, taking ownership of communication, product seeding and day-to-day requests.
- **Sports Marketing Activations**
Plan and execute athlete activations, events, shoots and community projects across skate, bike and snow.
- **Social Media & Content Creation**
Create, edit and publish social-first content across our channels. Capture authentic moments with athletes at sessions, events and shoots, manage content calendars and drive consistent storytelling.
- **Content & Campaign Support**
Work closely with Product & Marketing to support launches and campaigns, ensuring content, assets and timings are aligned.
- **Freelancer Support**
Brief, coordinate and manage photographers, videographers and creatives, ensuring quality, consistency and on-time delivery.
- **Reporting & Admin**
Track activities, budgets and KPIs; support structured reporting to Product & Marketing leadership.

What You Bring

- 2–3 years of experience in sports marketing, social media or content creation.
- You're actively riding, skating or shredding and understand freestyle culture from the inside.
- Strong understanding of athlete culture and action sports communities.
- Hands-on experience creating, editing and publishing social media content.
- Practical experience planning, running and optimizing social media content or campaigns end to end, especially on Instagram, Reels and TikTok (including content calendars and campaign roll-outs).
- Comfortable working independently and taking ownership of projects from idea to execution.
- Confident capturing content in real-world environments using phone or camera.
- Organized, reliable and detail-oriented, with the ability to manage multiple projects.
- Confident English skills. German is a plus.
- Willingness to travel for events, shoots and athlete activities.
- Comfortable working in a fast-moving, informal environment.



Nice to Have Skills

- Experience translating campaign goals into social-first storytelling across multiple platforms.
- Strong editing workflow (e.g. Premiere Pro, Final Cut).
- Good instinct for social trends, formats and creator culture.
- Experience working directly with athletes, creators or brand ambassadors.
- Photography or filming experience beyond mobile.
- Interest in performance metrics and social analytics.

Interested?

Send us your CV, a short motivation letter and links to social profiles or content you've created.

Apply at: job@ridetsg.com

If you have questions about the role, feel free to reach out.
Start date by agreement or immediately.

What We Offer

- A 60–80% position with flexible working hours.
- Base in Zurich, plus time spent on the road at events and shoots.
- A role with ownership, responsibility and room to shape how we work.
- Direct collaboration with athletes, creators and international partners.
- Flat hierarchies, short decision paths and real responsibility.
- Exclusive staff discounts on TSG products.