



INTERNSHIP – FIBA Media and Marketing Services

Location: Mies, Vaud, Switzerland

Period: Six months

Start date: 15 April 2025

Swiss nationality or holding a valid Swiss working permit

FIBA Media and Marketing Services (FMMS):

FMMS is the commercial entity of FIBA, responsible for the development, management, and delivery of FIBA's media and marketing activities, through two major partnerships: FIBA Media (with Dazn) and FIBA Marketing (with Infront/Wanda). FMMS supports the commercial development of the FIBA Family, for a sustainable growth of basketball worldwide, establishing strategies, building assets and looking for innovative partnerships.

Key Responsibilities:

- Use market research and intelligence, collecting qualitative and quantitative data to create benchmarks for different projects (i.e. Marketing activations, Gaming & Esports, D2C opportunities, Licensing, Blockchain, NFTs, among others)
- Support the FMMS team in administrative tasks, such as photo selection, preparation of documents and presentations, invitations letters etc.
- Support on planning and delivering marketing events (i.e., workshops, lectures, webinars)
- Prepare reports on Industry Trends
- Participate regularly in brainstorming sessions for the development of new commercial projects and document the process

Experience and skills required:

- Strong desire to learn along with professional drive, keen attention to detail and accuracy
- Comfortable working as part of a team as well as alone
- Interested in technology and innovation
- Project management, problem solving, analytical, multitasking and motivated
- Strong communication and organizational skills
- Proficiency in Microsoft 365 suite
- Sports Industry / Basketball knowledge is a plus
- Recent enrolment in a related bachelor or master's degree of benefit

Required languages:

- Fluent English / French is a plus

Please send your CV with a cover letter in English via jobup.