

## **THE EUROPEAN ASSOCIATION OF THE STUDY OF THE LIVER PR & MEDIA COORDINATOR**

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### **JOB DESCRIPTION**

Reports to: EASL Managing Director / EASL Head of MarCom  
Location: EASL Office in Geneva  
Start date: As soon as possible  
Occupation: 100%

#### ***About EASL:***

EASL was established in 1966 by a founding group of 70 European hepatologists. Over the past 50 years it has grown into a major European medical association with significant international representation and global influence. EASL currently has over 4,000 members from all continents, and the annual meeting is now the major international scientific event for liver diseases with more than 10,000 participants. EASL's core mission is the promotion of research and education concerning the liver and liver diseases. EASL runs a comprehensive portfolio of conferences, schools and related educational meetings. More recently, EASL has established a broad collection of online education and digital tools.

EASL acts as an advisor to European and national health authorities. All EASL activities and projects are coordinated and executed by the EASL office in Geneva, which currently hosts more than 30 employees across several departments. The current office covers a broad range of expertise from events management, education and publishing to marketing, finance management and public relations.

#### **The position:**

The PR & Media Coordinator will be responsible for media dissemination of two major projects, supervise press activities and support the development of corporate communications plans.

**The candidate:** The selected candidate will be enthusiastic and bring clear ideas on how to organise her/his tasks. She/He will have proven records of the necessary hard skills required but also a service-oriented approach to the job and a positive and energetic state-of-mind. The selected candidate will be able to work independently with a hands-on attitude. The selected candidate will be organised, precise, forward-thinking, pro-active, patient and dedicated.

## **The tasks include:**

### Support the media dissemination of Advocacy Projects

- Create content, liaise with project body and serve as the main point of contact.
- Represent EASL at EU Horizon 2020 consortia meetings and present updated content.
- Research and administer social media tools.
- Research dissemination opportunities for EU projects (EU observer, The Guardian, Geneva Press club, etc.).
- Review amend and ensure EASL abides by EU Horizon 2020 grant agreements.

### Press activities

- Supervise, disseminate, and occasionally author EASL press releases.
- Review press release content for accuracy and develop EASL Style Guide.
- Support the coordination of press releases and press events, including building and maintaining good internal and external relationships.
- Organization and supervision of the Press release activities for International Liver Congress (ILC)
  - Supervise and authorize media attendees at ILC
    - Answer all media related questions
    - Serve as main point of contact for media
  - Proofread press releases
  - Supervise onsite staff: Press Office, press registration desk, press conferences.

### EASL Corporate communication

- Digitally monitor media to publish up-to-date relevant news stories on EASL website and ILC website.
- Provide marketing communications support to EASL.
- Proofread and edit publications as needed.

**The skill set required:**

- Public Health Background
  - Previous experience of 5 years in PR& Media Press Relations
  - Previous experience in NGOs /Health care/ Associations
  - Strong interpersonal, oral and written communication skills
  - Strong organizational, problem solving, planning and time management skills
  - Multitasking and flexible
  - Service oriented
  - Meticulous, precise and rigorous
  - Willingness to carry out administrative tasks
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- Proficiency in MS Office, MS outlook and affinity for IT tools
  - Fluency in English (perfect written and spoken), Fluency in French would be a strong asset

**Contact details:**

- Please send your application and CV to [recruitments@easloffice.eu](mailto:recruitments@easloffice.eu)

NB. Due to time constraints, we will only answer to the applicants that are selected for a first round of interview. Thank you for your understanding.