

Content Communication Coordinator

JOB DESCRIPTION

Reports to: EASL Head of Marketing and Communication

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. 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 Content Communication Coordinator will be a dynamic member of the Marketing and Communication team, driving content creation on EASL's marketing channels, supervising press activities and supporting the development of corporate communications plans and social media.

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 mindset. The selected candidate will be able to multi-task and work independently with a hands-on attitude, be organised, precise, pro-active, patient and dedicated.

Main responsibilities include:

- Develop and coordinate EASL marketing and communication calendar including mailers, social media and relevant communications channels and identify key promotional opportunities throughout the year.
- Write and edit compelling news, marketing and editorial content on EASL's communications channels including; website, social media, newsletters, videos, annual report and brochures.
- Enhance awareness of EASL activities and promote a consistent, strong and positive EASL brand.
- Develop, in coordination with membership manager, targeted marketing campaigns for EASL membership and fellowships.
- Collaborate with other departments, experts and partners to ensure relevant content is promoted at the optimal time on the most effective channels.
- Support consistent editorial style and ensure that EASL's editorial guidelines are implemented and up-to-date.
- Help drive communications by pushing key strategic messages in written content.
- Curate and feed EASL's social media channels.
- Coordinate content for EASL's flagship event, the International Liver Congress, including the Daily News, Congress report and social media.
- Supervise, disseminate, and sometimes author EASL press releases.
- Support the coordination of press releases and press events, respond to media requests and improve media relations.
- Develop EASL's media lists and use the most effective channels for dissemination.
- Monitor media activity and create media coverage reports.
- Organize and supervise press release activities for the International Liver Congress

Key strengths

- Team player with good interpersonal skills
- Strong organizational, problem solving, planning and time management skills
- Ability to multi-task and work under tight deadlines
- Service oriented
- Meticulous, precise and rigorous
- Willingness to carry out administrative tasks

Requirements

- Relevant qualification in Journalism/Communications/Business
- Minimum 5 years' experience in media and communications
- Previous experience in NGO/Health care/Association
- Experience working within a professional structure reporting to and supporting volunteer led expert committees.
- Excellent writing, editorial and proofreading skills
- Strong experience in social media content.
- Proficiency in MS Office, MS outlook, social media and website management tools.
- Fluency in English (perfect written and spoken), Fluency in French would be a strong asset

The applicant must be a valid Swiss permit holder, an EU national or from European Economic area.

Contact details:

- Please send your application and CV to recruitments@easloffice.eu

Note:

In view of the number of applications the processing maybe managed by a third party. Due to time constraints, we will only answer to applicants that are selected for the first round of interviews. Thank you for your understanding.