

## Marketing and 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 Marketing and Communication Coordinator will be a dynamic member of the Marketing and Communication team, and the go-to person in the team for EASL event communication, sponsorship communications, and project management of stands and signage at EASL events.

**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:**

- Multi-channel event campaign planning, coordination and monitoring.
- Focal point in MarCom team for all event related marketing projects both online and offline including websites, imagery, social media, mailers, onsite branding and signage. EASL organises approximately 12 events yearly.
- Focal point in team for sponsorship communication.
- Coordinate cross promotional requests and barter agreements with external bodies.
- Monitor and update event websites on a regular basis.
- Create and post social media content to promote events.
- Manage EASL stands at different events, encompassing the call for tender and project managing the stand and all related marketing and communications activities.
- Create visuals in coordination with relevant team members on event marketing.
- On-site support of The International liver Congress<sup>TM</sup> and other EASL events.
- Develop and produce, in coordination with MarCom Project Manager, event publications and advertisements.
- Ensure event email marketing campaigns are reaching the relevant target audiences in coordination with Digital Marketing Coordinator.
- Enhance awareness of EASL activities and promote a consistent, strong and positive EASL brand.
- Internal and external liaison with partners, agencies, printers, PCO etc.

**Key strength**

- Hands-on, 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
- Metric driven with ability to draw insight from marketing data
- Strong visual communications skills
- Confident with a dynamic personality
- Willingness to carry out administrative tasks

**Requirements**

- Relevant qualification in Marketing and Communications/Business
- Minimum 2 years' experience in educational event marketing
- Experience in NGO/Health care/ Medical or life science association
- Experience working within a professional structure reporting to and supporting volunteer led expert committees.

- Experience in event, signage, branding and stands
- Proficiency in MS Office, MS outlook, social media tools, Photoshop, Illustrator 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](mailto: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.