

## **EASL JOB ANNOUNCEMENT**

**Title:** Medical Copywriter & Editor  
**Grade:** Coordinator  
**Reports to:** EASL Head of Education & Science  
**Location:** EASL Office in Geneva  
**Start date:** As soon as possible  
**FTE:** 100%

### **The association**

The European Association for the Study of the Liver was established in 1966 by a founding group of 70 European hepatologists. It has since grown into a major European medical association with significant international representation and global influence. EASL currently has over 4,500 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 for the research, practice and patient communities. 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 office team covers a broad range of expertise from events management, education and publishing to marketing, finance management and public relations.

### **The position**

The Medical Copywriter & Editor will be a dynamic member of the Science & Education team, supporting all EASL office departments to deliver a broad range of science based content for dissemination via EASL's multiple communication channels including events, learning platform, website, newsletters, media, social media, lay and expert publications.

### **The candidate**

The selected candidate will have a flare for creating compelling communication and will have a clear sense of how to organise her/his tasks. She/He will have a proven record of the necessary hard skills required, but also a service-oriented approach and a commitment to EASL's mission. The selected candidate will be able to multi-task and work independently with a hands-on, target oriented and determined attitude.

### **Responsibilities**

- Define and promote EASL's educational value proposition for the clinical and research community
- Contribute to promotional and communication campaigning across all segments
- Contribute to commercial & sales documentation for EASL's industry relations team
- Contribute to patient and lay public facing communication
- Contribute to public health and policy communication

- Contribute to event marketing material
- Contribute to event educational content descriptions and packaging
- Contribute to multiple social media channels
- Contribute to content for media on a broad range of topics and contexts
- Ensure EASL scientific integrity, coherence and consistency
- Drive attendance, contributions and use of EASL products and services

### **Specific tasks**

- Scientific and educational product offerings such as slide decks, congress reports, course descriptions
- EASL Campus campaigns such as EASL Quiz
- EASL education newsletter
- EASL education twitter account
- Promotional content for all EASL educational and scientific offerings such as the International Liver Congress<sup>™</sup>. EASL events, EASL Campus, EASL Studio, EASL Takeaways, EASL Webinars, EASL CPGs
- Promotional and institutional content for EASL association and community services such as EASL Membership, grants, fellowships
- Drafting and repurposing content for EASL Policy and Public Health activities
- Close collaboration with EASL Association and Community Services on editorial calendar
- Close collaboration with EASL Office management group on operational priorities and targets. Alignment and reinforcement of EASL's editorial and brand guidelines internally and externally

### **Requirements**

- Relevant qualification in medical science or STEM. Minimum MSc level
- Creative, commercial or promotional copywriting
- Qualifications and/or experience in marketing, communications, journalism, or media
- Minimum 5 years' experience in developing high-quality communications content
- Excellent writing, editorial, and proofreading skills
- Fluency in English (perfect written and spoken)
- Previous experience in NGO/Health care/Medical Association/pharma industry preferred
- Experience working within a professional structure combining volunteer and staff expertise
- Proficiency in Microsoft Office (Word, Powerpoint, Excel, Outlook), website management tools (Wordpress, Drupal), and experience with mailers and e-newsletters (Mailchimp) preferred

### **Key strengths**

- Team player with good interpersonal skills
- Strong organisational, 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



**The candidate must be:**

- A national of one of the EEA Member States or the holder of a valid Swiss work permit.

**Contact details:**

Please send complete application (CV, motivation letter and Certificate and Diplomas) in the following format [surname\_initials\_document-title\_MCE] to [recruitments@easloffice.eu](mailto:recruitments@easloffice.eu). Only complete applications will be considered.

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