

JOB DESCRIPTION

Position title: **Association Communication Coordinator**
Reports to: EASL Association & Community Services Manager
Location: EASL Office in Geneva
Occupation: FTE 100%
Start date: As soon as possible

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's core mission is the promotion of research, education and policy concerning the liver and liver health. EASL currently has over 4,500 members from all continents, and the annual meeting is the major international scientific event on liver health with more than 10,000 participants. Alongside this major event 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. Additionally, 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, publishing, business development, marketing, public health, advocacy, finance, administration, and public relations.

Position Summary:

The position: The Association & Community Services Team manages the relationship with EASL's community, including individual members and related societies. The team is responsible for all corporate, community, and events communication, the implementation of governance-related projects, and the organisations grants, fellowships, and awards programmes.

EASL is currently seeking the Association Communication Coordinator to work closely with the Association & Community Services Manager, supporting the implementation of communication campaigns to promote EASL activities.

The candidate: The selected candidate will be enthusiastic and bring clear ideas on how to organise their tasks. They will have proven records of the necessary hard skills required, but also a service-oriented approach to the job. They will develop own content or adapt contributions from internal and external stakeholders to execute end-to-end (plan, test, execute, measure, and refine) campaigns. This role requires a strategic and creative mind, able to manage tactical day-to-day deliverables. The selected candidate will be able to work independently with a hands-on attitude, will be organised, precise, forward-thinking, pro-active, and dedicated.

The tasks for this position include:

Coordination of communication campaigns

- Contributing to creating and managing the production and implementation of communication campaigns, through digital channels and live events, to promote EASL-organised events, as well as other corporate EASL activities (educational, policy and public health, and publications)
- Taking responsibility for the campaigns calendar and for ensuring that the association speaks with one voice and the message is coherent, simple, and compelling
- Developing creative content to promote EASL activities across all communication channels (website, social media, EASL Studio, and live event communication)
- Creating and maintaining targeted lists for optimal email marketing campaigns, using Mailchimp and SugarCRM
- Supporting and advising staff across different EASL departments on campaigns, digital engagement, and communication
-

European Association for the Study of the Liver

7 rue Daubin 1203 Geneva Switzerland | Phone +41 22 807 03 60
easloffice@easloffice.eu | www.easl.eu

Website management

- Maintaining and updating content on EASL's corporate website and other affiliated websites on a regular basis to ensure all communication is accurate and timely
- Maintaining a consistent look and feel throughout all websites, ensuring EASL brand guidelines are respected
- Developing and implementing strategies to increase website visits,
- Coordinating relationship with the web agency on functionality improvements, maintenance, upgrades, security, testing, and bug fixing
- Ensuring quality and targeted SEO management
- Identifying new opportunities to boost online presence and reputation

Digital marketing

- Introducing new initiatives to drive traffic to the organisation's digital platforms
- Setting up digital advertising, including Google AdWords', YouTube, LinkedIn, Facebook, Twitter
- Analysing sales performance of specific events and implement online targeted promotional activities to increase attendance
- Keeping abreast of new social media platforms and online marketing trends and innovations and making recommendations for the continued improvement of digital marketing and communications strategy as appropriate

Metrics, analytics, and administration

- Tracking and reporting on digital analytics on all social media and website metrics on a timely basis to ensure outreach to the right audiences with the right messages
- Providing detailed reports of marketing and communication activities, including ROI analysis and engagement
- Monitoring and evaluating effectiveness of email marketing campaigns
- Managing day-to-day relationship with external agency partners and tracking the effectiveness of campaigns on digital and direct marketing
- Ensuring adherence to GDPR regulations in all communication efforts
- Ensuring the logical filing and archiving of all marketing materials

Qualifications and experience

- Minimum four years practical experience in the areas of marketing, communications websites, and CRM
- Demonstrated experience in overseeing the implementation and maintenance of websites, mobile apps, digital marketing plans, and SEO
- Being at ease with digital technologies, with a hands-on, problem-solving approach
- Experience using WordPress or similar website CMS, mobile application CMS, Mailchimp, Google Analytics, Google AdWords', Sprout Social, Survey Monkey, Adobe Suite (Photoshop, Premiere Pro, Illustrator), Canva, and online event platforms
- Excellent time-management and organisational skills, with the ability to work on multiple tasks simultaneously and autonomously, establishing priorities adequately and following up on them
- Creativity, curiosity
- Exceptional accuracy and attention to detail
- Collaborative working style with an ability to work within a team in a hands-on capacity to achieve individual, team and organisational goals
- Fluency in English is a must
- Association, medical or event experience is a plus
- Valid work permit for working in Switzerland or EU nationality



Contact details:

Please send complete application (CV, motivation letter, Certificates and Diplomas) to recruitments@easloffice.eu

Only complete applications will be considered.

n.b.: 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.