

Marketing and Communication Manager

Full time

EUSEM – Antwerp, Belgium

The Organisation

European Society for Emergency Medicine (EUSEM) is a non for profit organisation of national member societies and individual members. We promote research and education and the recognition of Emergency Medicine across Europe. Our remit is medical dispatch, prehospital, emergency departments and disaster medicine. Our members are doctors, nurses, and paramedics coming from over 80 countries around the world. We organize various education and training courses (online and onsite), an annual congress as well as the European Board Examination. We also conduct clinical research to improve the standard of care in emergency medicine.

We are looking for a Marketing and Communication Manager, who will support the promotion and communication of all EUSEM activities and projects.

Key responsibilities:

The Marketing and Communication Manager will support the engagement of EUSEM with its members and all other stakeholders in the area of Emergency medicine and healthcare sector at large.

The person will ideally:

- Create a marketing and communication strategy which supports activities of EUSEM;
- Use their skills across all areas of marketing and communication: copywriting, proofreading, and digital campaigning, capable of promoting key messages in traditional and social media;
- Manage the EUSEM, congress website and EM Day website;
- Support the implementation of the EM Day campaign;
- Work with graphic designers, media consultants to develop the communication and promotional activities.

The Marketing and Communication Manager will be based in Antwerp and will report EUSEM CEO.

Requirements for the position:

- A bachelor's degree in communication and marketing, possibly scientific communication;
- At least 2 years' work experience in marketing and communications, campaigning, public outreach, copywriting, ideally in NGOs;
- Experience of developing and delivering a marketing and communication strategy;
- Excellent understanding and experience in social media channels;
- Good understanding of branding and market segmentation;
- Good communication and interpersonal skills and an ability to articulate clear messages to different audiences;
- Ability to conduct data analysis, write periodic reports on all communication and marketing activities;
- Excellent written and oral English to the level of a native speaker;

- Able to work on multiple tasks simultaneously;
- Ability to work autonomously and plan their work, effectively and efficiently;
- Ability to work within a small team;
- Knowledge of public campaigning and digital campaigning
- Have the ability to use sound judgement, initiative, tact and diplomacy when handling challenging situations.
- Extensive knowledge of WordPress, Joomla, Hootsuite and Mailing platforms;
- Strong knowledge of MS Office including Excel, Powerpoint and Word and comfortable with numerical and written data.
- Be a citizen of an EU member state or have a valid residence and work permit for Belgium.

Nice to have:

- Working knowledge of a medical society/association.
- Experience working closely with key opinion leaders in the medical sector.
- Excellent graphic design skills and experience using with visual design tools and editing tools and applications;

What we offer

- A permanent contract under Belgian law with an attractive set of benefits: 13th month salary, 42 vacation days including public and legal holidays, working from home compensation, pension scheme, hospitalisation insurance, a contribution to local transport costs;
- A flexible policy allowing up to 3 days a week working from home;
- Opportunity to occasionally travel in Europe;
- Working in an international environment where you can challenge yourself.

Candidates must be available to start as soon as possible.

Interested?

Please send the following to davik@eusem.org :

- a cover letter
- your CV
- 3 examples of your previous work (website, publications and social media posts)

Please note failure to send all requested documents will mean that your application will be automatically rejected.

Short-listed applicants will be contacted within three weeks after application.