



# Job Opportunities

Helping the world get where it needs to be.

IRU is the global industry association for road transport, driving the sustainable mobility of people and goods across the planet.

**Our rapidly evolving and dynamic organisation in Geneva is looking for a**

## Digital Marketing Coordinator

### JOB SUMMARY:

Reporting to the Senior Manager, Media and Communications, the Digital Marketing Coordinator is responsible for managing digital channels including the IRU website, marketing and social media tools. Strengthening IRU's online presence through digital channels is critical to driving the organisation's overall strategic outreach.

### RESPONSIBILITIES:

- Manage the IRU website, including the content management system and overall content quality;
- Identify new ways to attract new target audiences to IRU digital platforms and deliver compelling plans and results;
- Develop and execute best-practice SEO strategies including action plans for determining, developing and measuring key metrics;
- Work with content owners and the communication team to execute digital campaigns from start to finish ;
- Manage direct marketing distribution tools such as Campaign Monitor;
- Drive and expand IRU's presence on key social media platforms;
- Work closely with the IT department concerning technical development plans for the web and other digital platforms, translating business requirements into IT requirements;
- Train, coordinate and motivate staff around the world on website best practices and content management system use, ensuring quality content and output at all times;
- Maintain campaign reporting, metrics and site analysis and produce reports on a regular basis;
- Keep up-to-date with emerging web and digital technologies and incorporate into development and marketing plans;
- Respond to website user inquiries and address their issues.

### QUALIFICATIONS:

- Bachelor's degree in digital media/marketing, multimedia, information technology or digital communications;
- At least 5 years' experience in digital marketing or asset delivery within an international environment: managing and developing multilingual websites that meet high-quality standards for an international audience;
- Experience in managing development of an open-source CMS, ideally Drupal;
- Familiar with IT project management processes; in particular agile planning and quality assurance;
- Knowledge of software application and programming; experience in developing, or managing the development of, front-end environments using HTML5, CSS, and/or JavaScript;
- Excellent command of Adobe Creative Suite, particularly Photoshop;

- Possess solid experience of content marketing tools including web and social media marketing (earned and/or paid);
- Experience in managing social media platforms; able to demonstrate results;
- Strong project management skills;
- Ability to multi-task, remain focused and deliver on time;
- Accuracy and high level of attention to detail;
- Relationship building/interpersonal skills and strong customer service orientation;
- Strong written and oral communication skills in English with the ability to review web content; Working knowledge of other languages, including Russian, Arabic, Mandarin and Spanish, is a strong asset.