

10/2021



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

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

## **COMMUNICATIONS SPECIALIST**

### **JOB SUMMARY**

The Communications Specialist, reporting to the Senior Adviser, Public Affairs, is responsible for developing and writing editorial and communications content for all target audiences including members, partners, the media and the industry. As part of the Communications team, they also support media outreach, advocacy campaigns, event promotion and content for marketing materials, and define and monitor quality language standards across IRU.

### **RESPONSIBILITIES**

- Manage and lead the IRU news and editorial content calendar with internal and external stakeholders
- Create, write and edit news articles, press releases, scripts, reports, campaign material, web and marketing material
- Ensure IRU positions are clearly communicated to target audiences including members, governments, partners and the media
- Produce monthly members' and global newsletters
- Plan and draft social media content with the marketing team
- Support media outreach, media partnerships, and handling of media requests
- Support creation and delivery of content for event programmes and promotional materials
- Develop IRU editorial references and tools, including editorial guidelines, style rules, translation policy, boilerplates and message playbooks
- Oversee proofreading and translation services for internal clients, including for statutory documents
- Manage agency and freelance suppliers
- Advise on editorial issues and ensure a consistent tone of voice across all communications
- Build long-term relationships with communications managers from IRU members and partners
- Support the Events and Communications teams on other activities when needed or requested

### **QUALIFICATIONS & EXPERIENCE**

- University degree in journalism, communications, political science, business or a related field
- At least three years' of professional experience, ideally in an international company or organisation
- An interest in transport, trade and sustainability issues
- Swiss or valid work permit.

## **COMPETENCIES, SKILLS & BEHAVIOURS**

- Excellent written and verbal communications skills, with a flair for writing and creative storytelling
- English mother tongue
- Ability to edit and proofread all types of documents, including policy positions reports and internal governance documents, with attention to detail
- Demonstrate an understanding of IRU and its members, clients and the transport industry
- Positive, flexible and adaptable to change, able to be a “hands-on” member of the team when needed
- Able to manage multiple priorities, hardworking, proven organisational skills
- Ability to work with multiple stakeholders around the world
- Excellent interpersonal skills and the ability to work effectively with colleagues
- Understands the sense of urgency and driving change
- Embraces cross-functional collaboration to ensure success
- Fosters a winning culture by fully encapsulating IRU’s ten Competencies & Behaviours
- Fully committed to IRU and determined to reach our Game Plan objectives

If you are interested in this exciting opportunity, please send your motivation letter and most recent CV in English.