

05/2022



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

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

## **COMMUNICATIONS SPECIALIST**

### **JOB SUMMARY**

The Communications Specialist, reporting to the Associate Director for Communications and Events, is responsible for developing and writing editorial and communications content for all target audiences including the media, industry, governments and international organisations, as well as IRU members and partners. As part of the Communications team, they drive media and social media outreach, and support advocacy campaigns, event promotion, marketing content and language standards across IRU's global network.

### **RESPONSIBILITIES**

- Lead and manage IRU news and editorial content with internal and external stakeholders
- Create, write and edit news articles, press releases, scripts, social media, web and marketing materials
- Drive media outreach, media partnerships, and support handling of media requests
- Plan and draft social media content with the marketing team
- Produce monthly e-newsletters
- Ensure IRU positions are clearly communicated to target audiences including members, governments, partners and the media
- Support content strategy and creation for event programmes and promotional materials
- Manage IRU editorial references and tools, including editorial and message guidelines, style rules, and translation policies
- Oversee proofreading and translation services for internal clients
- Manage agency and freelance suppliers
- Advise on editorial issues and ensure a consistent tone of voice across all communications
- Build 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 native standard (written and spoken), other languages a plus
- Understanding of media and social media channels
- An interest in transport, trade, logistics and mobility issues, and a willingness to learn about IRU, its members and partners
- Ability to edit and proof documents, reports and policy positions with attention to detail
- 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. Deadline for application: 15 June 2022