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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

CONTENT & MEDIA – SENIOR MANAGER

JOB SUMMARY

Reporting to the Associate Director of Communications and Events, the Content & Media – Senior Manager will be responsible for creating and delivering the strategic external communications plan and the media engagement plan. He or she will also be responsible for managing the press office.

RESPONSIBILITIES

- Set-up a content strategy in line with IRU's mission and commercial objectives, determining content topics and content categories relevant to our target audience
- Create newsworthy angles for features, advertorials and press releases
- Develop and maintain a strong pipeline of proactive stories in the form of press releases, articles, social media posts, crafting all written materials and selling in to the appropriate channels
- Step up IRU's industry speaking engagement and help establish IRU as the industry voice
- Coordinate with regional communications colleagues to localise and disseminate communication
- Proactively, thoroughly and systematically develop relationships with relevant national and regional press contacts to ensure timely and quality coverage of key initiatives and messages, and to enhance and safeguard IRU's reputation and industry's perception
- Collaborate with the local and regional PR contacts to create a unified strategy
- Measure the business impact of PR to identify and exploit the impact of future messaging
- Maintain and grow the press contact database
- Respond to journalist requests professionally, with integrity and in a timely manner
- Plan, execute and oversee press events
- Develop and implement media partnerships
- Manage and lead team member(s) including training and development
- Foster IRU culture and values

QUALIFICATIONS & EXPERIENCE

- Advanced university degree (Master's degree or equivalent) in journalism, political science, communications, marketing or a related field
- 8 to 10 years' experience in public relations, corporate communications, journalism, or a related area; experience in an international corporation
- Track record of successful press relations management
- Strong leadership and management skills is a must. Previous experience in managing a small team is required

COMPETENCIES, SKILLS & BEHAVIOURS

- Excellent written and verbal communications skills and a flair for writing; English mother tongue is required, French and other languages is a strong asset
- Written (e.g. news writing, speeches and presentations, press releases, including writing for the web)
- Verbal (e.g. from 1:1 to audience briefings) - effective across diverse audiences
- Solid storytelling and creative writing skills, with a very keen eye for detail; ability to proofread with attention to detail
- Drive a passion for customer and industry understanding and a culture of results
- Strong & proven leadership skills to grow the team and ensure team is ready to adapt to a fast changing environment
- Positive, agile and prepared to adapt to change with short notice; proven organisational skills
- A flexible attitude to work and the desire to be a “hands-on” member of the team
- Excellent interpersonal skills and ability to work effectively as a member of a fast-paced communications team
- Ability to team with multiple stakeholders and work in virtual teams is a must
- Able to manage multiple priorities, hardworking, comfortable and flexible with ambiguity and changing priorities
- Swiss or valid work permit

If you are interested in this exciting opportunity, please send your motivation letter in English to hr@iru.org, indicating your interest and why you believe you are the right fit for the position. Your most recent CV would also be very much appreciated.