



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

Marketing Manager – 9 months contract Maternity leave cover

JOB SUMMARY:

Reporting to the Director of Corporate Services, the Marketing Manager will be responsible for creating and delivering marketing strategies and tactics to boost IRU reputation and drive quality traffic.

RESPONSIBILITIES:

- Roll-out activities aligned with 2020 marketing strategy (marcom plan and budget to follow)
 - Campaigns and deliverables supporting 3 business lines and corporate brand
 - Promotion of several online webinars
 - Launch of 2 new products
- Build, plan and oversee 2021 marketing strategy (marcom plan and budget to be finalized)
 - Campaigns and deliverables supporting 3 business lines and corporate brand
 - Promotion for 1 global event and additional regional events
 - Launch of 1 new product
- Prepare and monitor the marketing budget, including reporting to Finances
- Measure and report performance of all digital marketing campaigns and assess against KPIs and ROI
- Participate in the implementation of a CRM tool
- Build and roll-out a plan to implement the Marketing Automation tool
- Instrument conversion points and optimise user funnels
- Collaborate with internal teams to optimise , information sharing, reporting
- Support HR and Corporate Services for internal communication
- Collaborate with agencies and other vendor partners
- Provide thought leadership and perspective for adoption where appropriate
- Manage and lead team member(s) including training and development, based on pre-defined 2021 objectives
- Foster IRU culture and values

QUALIFICATIONS & EXPERIENCE

- Advanced university degree (Master's degree or equivalent) in marketing or a related field
- 8 to 10 years' experience in digital marketing roles and setting out strategies
- **Demonstrate experience leading & managing digital marketing, including:** SEO/SEM, marketing database, social media campaigns, marketing automation, content marketing, multichannel campaigns
- **Demonstrate experience in event - physical and virtual – marketing**
- **Fluent in English is required**, English mother-tongue is an advantage
- Previous experience in managing a small team is required
- Swiss or valid work permit

COMPETENCIES, SKILLS & BEHAVIOURS

- Strong analytical skills and data-driven thinking
- Curious about the latest trends and best practices in online marketing
- Strong & proven leadership skills to grow the team and ensure team is ready to adapt to a fast changing environment
- Natural communication and interpersonal abilities
- Strong work ethic is a must and team spirit
- Professional and positive attitude, customer oriented approach
- Hands-on with an ability to anticipate, understand the sense of urgency
- Cross-functional collaboration to be successful in a matrix organisation
- 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 with maintaining oversight and business objectives in mind

If you are interested in this exciting opportunity, please [apply here](#) by sending your motivation letter in English 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.

Application deadline: 2 September 2020