# JOB DESCRIPTION
# MARKETING & DIGITAL COMMUNICATION MANAGER

Job experience: 3-6 years

Job location: Amsterdam, The Netherlands

Reporting to: Director General

## 1. COMPANY PROFILE

ESOMAR is the worldwide association of research professionals with 5,000 members working in market, social and opinion research as well as advertising, marketing, public bodies and academia in over 100 countries. Its mission is to encourage, advance and elevate the cause of market research worldwide.

In its role as guardian and promoter of the research industry, ESOMAR actively advocates self-regulation and its worldwide code of practice, publishes several industry publications and organises a comprehensive programme of industry and thematic conferences.

## 2. ROLE AND RESPONSIBILITIES

The Marketing & Digital Communications Manager is responsible for the strategic design, implementation and management a range of on-line & off-line communication strategies targeting media and industry engagement, to promote the value of the market research industry and ESOMAR 's role as the authority for global market research. This will be achieved through a combination of corporate communications, public affairs, press office and e-marketing development communication strategies. This position will report directly to the Director General and provide advisory services to the Director General, Senior Management team and on request to the ESOMAR Council (Board of Directors).

## PRIMARY RESPONSIBILITIES

- Develop strategic communications planning for promotion and dissemination of corporate and marketing content
- Develop corporate promotions and communications liaising with other departments and the Management Team.
- In conjunction with the web team, create, adapt, improve and optimize web communication for SEO and organic and keyword search
- Manage the corporate branding
- Develop/maintain social media profiles and quality content on Twitter, Facebook, and LinkedIn.
- Develop other, relevant social media outlets to support and expand our digital presence
- Recruitment and maintenance of media partnerships
- Manage PR and press relations
- Assist in the preparation and drafting of various communications (email, social media, blogs, etc. …) including at times high-level public speeches for Council and Director General

<u>Email marketing and Inbound marketing management</u>

- Email campaign development and implementation
- Manage inbound marketing system, including campaign development and data analysis
- Develop compelling custom content
- Design and deliver emails
- Craft email campaigns

Print and Social Media

- Optimize print, social media and blog campaigns to generate interaction, brand exposure, and sales
- Identify appropriate print and social media channels for targeted campaigns
- Transform content to ensure easy sharing with social networks
- Continue to build and maintain ESOMAR's strong online reputation, and be its biggest advocate in the print and social world
- Establish an effective presence in trade magazines and social media sites
- Manage the "facilitation" of key social media
- Develop and implement customer service response to common complaints and a process in which they are resolved and communicated

## Profile/Professional skills:

- Management of communications team in an international environment
- Hands-on experience with inbound marketing systems, and familiarity with marketing automation practices
- 1-3 years of experience in Digital Marketing with a focus in content development and/or reporting, knowledge of Search Engine Marketing (SEM)
- Ability to forge relationships with media
- Expert knowledge in the latest in digital and social media technology and channels and how to best leverage for marketing programs as part of an overall social business strategy
- Excellent project and deadline management skills
- Proficiency in MS Office Suite, Mac environment
- Copywriting and copyediting
- Strong working knowledge of HTML, Word Press, Email Campaign systems, Facebook, Twitter, YouTube, and Instagram;
- Highly motivated, quick-learner, self-starter College degree in marketing, communications and/or technical areas
- Excellent knowledge of English (both speaking and writing)
- Must have valid residency permit for employment in the Netherlands

Must be able to present portfolio of work, including writing and digital samples

## 3. CONTACT DETAILS

Finn Raben at f.raben@esomar.org or
Marie-Agnes Mourot at m.mourot@esomar.org

no later than 30 March 2014.