

Job Advertisement

We are currently seeking a **Marketing & Communication Manager**

Someone to define marketing and communication strategy and lead activities, while building great external relationships in a truly international and high level environment

Organisation

ILSI Europe brings together scientists from industry, academia and the public sector to deliver science of the highest quality and integrity in the areas of food safety, nutrition, consumer behaviour and sustainability.

ILSI Europe is recognised for the quality of its scientific output.

ILSI Europe has 61 member companies (most of them are worldwide leaders in their field: Danone, Nestlé, Mars, BASF, Merck, Barilla, Cargill, etc.) and an annual budget of m€2.6.

ILSI Europe activities are coordinated by a staff of 19. ILSI Europe manages an ecosystem of 22 task forces and 40+ expert groups that gather more than 500 external collaborating scientists. It organises every year 7 workshops and 2 international symposia.

Location

ILSI Europe is located in Brussels.

Mission

The Marketing & Communication Manager is accountable for leading the marketing & communication activities of ILSI Europe. He/she is responsible for the overall marketing offer and publication quality of ILSI Europe (not of scientific content).

He/she is in charge of recommending marketing & communication strategy to the Executive & Scientific Director and to the Board of Officers.

He/she ensures the development of ILSI Europe visibility and recognition.

Reporting & supervisory relationships

Hierarchical relationships:

- Reports to the Executive & Scientific Director (ESD)
- Manages 1 Communication Assistant (to be recruited)

Functional relationships:

- Reports to the Scientific Programme Director (as far as scientific content is concerned)
- Liaises with the Conference & Membership Manager

Responsibilities

- **Marketing**
 - Ensures the compliance with the ILSI Global branding guidelines
 - Defines and launches offers to meet stakeholders' expectations/needs
 - Collects Stakeholders' insights
 - Segments targets and needs
 - Creates offers and 3-5 year marketing roadmap
 - Launch new offers and manages offer portfolio
- **Communication**
 - Defines communication strategy (including digital)
 - Manages crisis communication in coordination with ILSI Global Communication Director
 - Creates communication content with the support of the Scientists
 - Makes sure that communication tools & documents are of high quality and up-to-date, mainly :
 - Corporate documents (annual report, corporate & task force presentations, activity and budget document, etc.)
 - Newsletter
 - Scientific publications (except scientific content)
 - Event related documents
 - Ensures the widest dissemination of the scientific output to the most suitable audience in cooperation with the Scientific Programme Director
 - Gives input on scientific content for conferences & symposia organised by ILSI Europe as well as for publications
 - Coordinates publication committee
 - Disseminates publications
 - Supervises digital communication activity run by the Communication Assistant (Website, social media LinkedIn & Twitter, community management)
 - Keeps track of the publication status
 - Defines key performance indicators that determine success for each engagement, including digital and media analytics, audience/attendee engagement, etc.
 - Manages Public Relationships
 - is the contact point for the media
 - liaises with key opinion leaders
 - Executes the Marketing & Communication Budget

Marketing & Communication expertise

- Strategic Marketing
- Communication (online & off-line)
- Public relations

Experience required

- 7 years+ of experience in Marketing & Communication departments in Food / Healthcare / scientific education organisations
- Bachelor's degree in Communications, Journalism, Public Relations or Marketing
- Worked in an international environment
- Developed & managed relationships with key stakeholders

Skills & abilities required

- Highly articulate individual with excellent written communications and presentation skills
- Talented for writing with the capability to turn complex ideas into simple, impactful messages
- Dynamic, proactive and creative individual
- Ability to manage multiple projects, stakeholders and external partners
- Client oriented
- Proven interest in scientific / research field
- Fluent in English
- Mastering InDesign & MailChimp
- Able to travel throughout Europe 10 to 20% of the time
- European citizenship / EU working permit

If you are passionate about excelling at your job, managing marketing and communication activities and developing your career in an international and highly qualified environment with multiple contact opportunities and large visibility, we would welcome your application. If you wish to apply for this position, please get in contact **by 30 November 2018** at application@ilsieurope.be for the attention of the Executive and Scientific Director; Subject matter: your name, date, application MCM.