

EUROPEAN ASSOCIATION FOR THE STUDY OF THE LIVER MARKETING & COMMUNICATION ASSISTANT (GENEVA – CH)

The European Association for the Study of the Liver (EASL) is looking for a Marketing & Communication Assistant to support the Event promotional activity. EASL is a non-profit organization (NPO) with its headquarters in Geneva, Switzerland. It performs its duty under [a written constitution](#).

EASL was established in 1966 by a founding group of 70 European hepatologists. Over the past 50 years it has grown into a major European medical association with significant international representation and global influence. EASL currently has over 4,000 members from all continents, and the annual meeting is now the major international scientific event for liver diseases with more than 10,000 participants.

EASL's core mission is the promotion of research and education concerning the liver and liver diseases. EASL runs a comprehensive portfolio of conferences, schools and related educational meetings. More recently, EASL has established a broad collection of online education and digital tools. EASL also runs its own journal, the Journal of Hepatology, one of the leading journals in gastroenterology and hepatology (impact factor more than 12). EASL supports the education and mobility of young scientists, and provides a broad range of travel bursaries and fellowships. EASL acts as an advisor to European and national health authorities, and in 2015 opened a Brussels office to support these activities. All EASL activities and projects are coordinated and executed by the EASL office in Geneva, which currently comprises approximately 30 employees across several departments. The office covers a broad range of expertise from events management, education and publishing to marketing, finance management and public relations.

Role:

EASL is looking for a highly organised and enthusiastic team player who is keen to support a small Marketing and Communication team. He/She must have and can demonstrate an "I can do" attitude and be ready to tackle a multitude of tasks to efficiently and effectively promote a broad range of EASL hosted events. He/She will have proven records of the necessary hard skills required but also exceptional soft skills with a service-oriented approach to the job and energetic state-of-mind. The selected candidate will be willing to learn and gain independence in his/her tasks. Once trained, the candidate should be able to work independently in a confident, hands-on manner.

Key responsibilities:

The Marketing and Communication Assistant will;

- Second the established Marketing and Communication Assistant by working as a duo on all EASL event-related projects and simultaneously provide support to the entire MarCom team in the promotion and communication of EASL activities both online and offline (create get notified list, design ads and web banners, PPT slide content, web page info, imagery for social media, newsletters and mailing campaigns, online campaigns (in particular Google Adwords, PPC campaigns))
- Provide support to the MarCom team on various projects in development

- Be able to write, proof-read and edit texts in English
- Manage cross promotional requests and barter agreements with external bodies
- Monitor and update the EASL website and event specific websites on a regular basis
- Provide administrative support
- Work in collaboration with other teams (Events, etc)

Required skills and experience:

- Fluent and confident working in English (excellent written and spoken English is required)
- Knowledge of mailing systems (Mailchimp and other)
- Good understanding of CMS (WordPress and other)
- Understanding of social media (Twitter, Facebook, LinkedIn and YouTube)
- Proficiency in MS Office (Excel, Word, PPT)
- Experience with Google analytics and online marketing campaigns is an asset
- Good grasp of Adobe suite is needed (notions of Photoshop, Illustrator, Indesign)
- Previous experience in a similar position and/or diploma or certification in Marketing and Communications
- Some experience in the management of costs and budget

Key strengths:

- 1 to 2 years minimum of experience in a similar role
- Detail orientated, with structured, organized, methodical planning skills
- Ability to multitask, flexible approach
- Able to conduct effectively project with little supervision
- Excellent communication skills, both written and verbal
- Flexible and adaptable, able to react to quickly to take advantage of new opportunities
- Able to make effective, timely decisions and respect deadlines
- Strong organizational, problem solving, planning and time management skills
- A team player

Other details:

This position is based in Geneva (Switzerland) with occasional travel in Europe.

The candidate needs to have the legal right to work in Switzerland.

Reports to: Head of Marketing and Communication.

Start date: As soon as possible

Occupation: 100%

A command of the English language is essential for this position as the working language at the EASL Office is English. Candidates who are also able to converse in French will have an advantage.

Please send a cover letter with your CV, to the EASL office attn. Ms. Sofia Blomqvist at sofia.blomqvist@easloffice.eu before 17 September 2018.