

MARKETING & COMMUNICATIONS OFFICER

Intergraf, the European Association representing the graphic industries, recruits a marketing & communications professional for its event, Intergraf Currency+Identity. This exciting role within the event team would ideally suit a degree-educated individual with minimum 2-years' experience in marketing & communications. The successful applicant will have a solid understanding of the field, especially digital channels. The position offers the opportunity to truly make your mark, and to work in a small dynamic team and an international working environment.

WHAT YOU WILL DO

The Marketing & Communications Officer takes complete charge of communications for Intergraf's main event, [Intergraf Currency+Identity](#). This includes the development, implementation, tracking and optimisation of a marketing and communications plan to boost event awareness among all target audiences. In addition, the position includes supporting communications for Intergraf Certification activities.

Communications strategy

- Develop strategy and road map for the Intergraf Currency+Identity brand, in liaison with Event Coordinator
- Develop the event's visual identity and brand to ensure consistency in all communications, together with the Web & Digital Content Coordinator
- Develop and implement the event's communications plan: establish goals; define key audiences; identify key messages; determine the timeline
- Manage a large international target audience of governments, central banks, law enforcement, printers, suppliers, competitors, and media
- Create a tactical outreach plan for each key target audience
- Develop a new communication channel for industry-related news (in the spirit of *Infosecura*), liaising with external parties and members of Intergraf's Committee of Experts to source content opportunities
- Liaise with the team members to identify content opportunities, and design and create the relevant visual content and communications materials

Communications material

- Develop and implement a tone and house style to deliver a consistent and engaging message
- Draft, edit and proofread content for print and digital communication outlets for Intergraf Currency+Identity and Intergraf Certification.
- Create and send-out all the event's newsletters
- Manage all social media presence, including promotion of the event and certification activities, as well as relevant industry and member-related news. Measure and report on the performance of our digital presence
- Create visuals for print and digital communication outlets including but not limited to Intergraf Currency+Identity and Intergraf Certification brochures, PowerPoints, newsletters, mailings and social media campaigns
- Develop scripts for video content, edit and optimise for social media

WHAT WE LOOK FOR

- Experience in marketing & communications and event organisation
- Excellent skills in copywriting and editing
- Experience in the use of digital illustration, photo editing and layout software to design content
- Strong communication skills and team-player spirit
- Attention to detail and quality in services
- Ability to work under pressure and to tight deadlines, juggling multiple tasks
- Good stakeholder management and interpersonal skills
- Competent use of Microsoft Office 365 suite
- Experience with Mailchimp/email marketing
- Up-to-date knowledge of latest trends and best practices in social media, online marketing and measurement

WHAT WE EXPECT

- Native or bilingual proficiency in both spoken and written English, with the ability to tailor content to different audiences
- Relevant university degree in marketing, digital communications, media, public relations, English or a related field; or comparable experience
- Proven experience of delivering successful integrated marketing campaigns from concept to execution

WHAT WE OFFER

- A permanent, full-time Brussels-based contract, with travel opportunities
- A challenging role in a small team organising a leading event in the fascinating field of currency and identity document production
- The chance to work with diverse target groups ranging from security printers and suppliers to central banks, governments and law enforcement
- A work environment with the freedom to be creative

SOUNDS GREAT?

Apply now by sending a copy of your CV and a cover email explaining why you would be amazing in this role, and the earliest date you can start, to intergrafconference@intergraf.eu.

Applications will be assessed on a rolling basis from 21 November 2022 onwards. We look forward to meeting you!