

Job description

Marketing and Communications Manager

Euralarm, the association of European manufacturers and installers of Fire and Security Systems (www.euralarm.org), is seeking an experienced Marketing and Communications Manager (M/F) to join its Brussels team in order to increase visibility and recognition of the Association and to promote the image of the Fire safety and Security industry. The applicants should be able to work from their own office and need to have their own equipment and software to be able to carry out the function.

Mission: Responsible for the internal/external marketing and communication activities of Euralarm. This implies:

- the definition of the marketing and communication strategy in conjunction with the management.
- the creation of content as well as the coordination of targeted messaging through appropriate channels.

Direct report: to the General Manager

Dimensions of the function:

- Responsible for the Marketing and Communication for Euralarm, including budget.
- Ability to pro-actively drive Euralarm communication initiatives.
- Manages external marketing and communication suppliers and coordinates work with the latter for web and communication deliverables.
- Manage relevant membership website access rights as well as the protection of our contact data base. The Euralarm data protection manager.

Internal/external contacts:

- All members: trade associations' industry members and all individual members of the boards and Task Groups.
- Regular contact to the marketing experts of the members inside and outside of the Communication Committee
- Press agency, trades press, marketing experts of other associations.
- Brussels advocacy contacts

Key responsibilities/tasks:

Communication strategy and planning

- Lead, develop and implement Euralarm's marketing and communication strategy to ensure efficient and effective internal/external communications in line with Euralarm's mission, vision and strategy.
- Identify communication opportunities to leverage the impact of Euralarm's activities.
- Support the General Manager in managing the Communication Committee.
- Act as the Secretary of the committees.

Communication products and activities

- Lead the creation of content, organisational promotion and marketing materials such as brochures, presentation and audiovisual materials.

- Draft, proofread and edit all types of information material provided by the Association to its members and external audiences (press releases, website content, media coverage reports from publicized PR articles, position papers, newsletters)
- Assist with Direct marketing campaigns when required.
- Manage the production of the Annual Report.
- Lead online communication activities, including quality content development and promotion of Euralarm's website. Coordinate Euralarm's presence on other online platforms.
- Provide communications support to specific projects and activities, including support in coordinating representation and visibility opportunities at relevant events.

Event Management

- Support event organisation with the provision of communication material.
- Support the overall communication of Euralarm's major events in cooperation with relevant staff members.
- Maintain and update Euralarm's marketing database as required.

Media Relations

- Develop and implement media plans for the organisation and for specific projects and events.
- Build and maintain relationships with media representatives and outlets.
- Produce and disseminate press releases, articles and other media outlets.

Internal Communications

- In liaison with relevant staff members, lead the development and implementation of internal communication structures and tools to facilitate information and knowledge sharing within the team.
- Provide communications support to staff members by developing guidelines, processes and tools.

Website support

- Manage Euralarm's technical website support through a 3rd party SLA (Service Level Agreement)

Requirements:

- Relevant university degree
- At least 5 years of experience in marketing and communication, in particular social media/community building experience. Familiarity with media relations is advantageous.
- Fluent in English and possibly French / Flemish.
- Excellent communication, writing and editing skills with attention to detail.
- Ability to present complex information clearly and effectively to the audiences.
- Ability to manage multiple priorities and to work on multiple tasks with little supervision.
- Strong time management, organisational, interpersonal skills (creative and flexible attitude and cultural sensitivity) for consensus building, influencing and persuading senior management and members within the different working groups and committees.
- Ability to work in a small, dynamic multi-cultural organisation.
- Analytical, result and customer oriented.
- Energetic networker with a proactive and cooperative outlook
- Ability to operate efficiently in an international context (readiness to participate in a limited number of international trips/meetings)

About Euralarm

Euralarm represents the fire and security industry, providing leadership and expertise for industry, market, policy makers and standards bodies. Our members make society safer and secure through systems and services for fire detection and extinguishing, intrusion detection, access control, video monitoring, alarm transmission and alarm receiving centres. Founded in 1970, Euralarm represents over 5000 companies within the fire safety and security industry valued at 67 billion Euros. Euralarm members are national associations and individual companies from across Europe.

Gubelstrasse 22 • CH-6301 Zug • Switzerland

E: secretariat@euralarm.org

W: www.euralarm.org

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Note: The English version of this document, [document number], is the approved Euralarm reference document.