

THA Communication Manager

Job description & requested commitment

The THA Communication manager will be responsible for:

- Preparing the THA monthly newsletter contents and lay outs in a compelling way, on the basis of the draft material and information provided by the Executive Director and also through interview with members
- Sent the newsletter out using mailchimp.
- Analyzing mailchimp statistics and propose and implement mechanisms to improve user profiling and new user subscriptions (leads generation).
- Support the gathering process of TH material (papers, reports, tools, methodologies, cases, etc) from both the THA members and other sources for the TH repository.
- Feed and animate the THA social media (Facebook, LinkedIn) and web site according to the Executive Director instructions.
- Give ad hoc support in other communication activities

The Communication manager will report to the THA Executive Director and will interface with the THA Marketing & membership Committee and keep it informed on activities and progress.

Knowledge and skills

- Knowledge of marketing concepts, principles and integrated marketing communication theory and practice.
- Advanced knowledge of electronic and print communication processes.
- Knowledge of Mailchimp and Wordpress
- Excellent command of English

Skills

- Experience in strategic communication, marketing communication development and implementation.
- Experience with social media and online communication.
- Highly developed persuasive writing skills with an understanding of marketing and corporate communications.

Commitment and proposed payment

24-36 Man/days over the year

2.500€ gross



To apply: send a detailed CV and one of your most recent articles/newsletters/publication in English to mlaura.fornaci@triplehelixassociation.org

Application deadline: 15th January 2015