

## Delegate Communications and Engagement Co-ordinator

### Overview of The Union:

The International Union Against Tuberculosis and Lung Disease (The Union) was founded in 1920 and is the world's first global health organisation. We are a global leader in ending tuberculosis (TB), we fight the tobacco industry, and we solve key problems in treating major diseases. We use science to design the best treatments and policies for the most pressing public health challenges affecting people living in poverty around the world. The Unions members, staff and consultants operate in more than 150 countries and embody our core values of accountability, independence, quality and solidarity. For more information about The Union visit <https://theunion.org>

### Vacancy:

Fully engaged delegates stay around longer and, ultimately, turn into advocates for your brand – if you treat them right.

The focus is to turn away from short-lived marketing campaigns toward building ongoing relationships with delegates to boost interaction, create meaningful experiences and (as a result) drive revenue.

In order to create a remarkable delegate experience and reach the business goals of the 2021 Union World Conference on Lung Health, a role has been identified for a Delegate Communications and Engagement Co-ordinator.

### Main Responsibilities:

- Manage delegate communication, engagement, and connection programmes.
- Manage social media channels and online communities, developing and scheduling content to build vibrant, interactive communities.
- Identify and interact with key delegates that can act as amplifiers and advocates.
- Manage and maintain the conference website as the core reaction to all marketing, sales and communication activities.
- Work with designers and developers to produce and refresh a broad raft of brand assets and support materials.

- Develop a customer lifecycle campaign program and work with Delegate Sales and Marketing Co-ordinator to implement.
- Work in close co-operation with all elements in the conferences and events structure, external partners and suppliers, and other departments of The Union.
- Undertake any other relevant duties, when required.

#### **Qualifications:**

- Degree or equivalent working experience with emphasis on communications, marketing, and business.
- Over 5 years of experience in a customer success, account management or customer service role.
- Technical knowledge of the latest digital communication tools and channels.
- Strong social media awareness and ability
- Experience creating and executing communications campaigns and programmes that drive customer engagement and advocacy.
- Ability to write effective copy is a necessity; graphic design capabilities are a plus.
- Ability to manage multiple work streams.
- Sense of ownership and pride in your performance and its impact on the company's success.
- Critical thinking and problem-solving skills.
- Strong team player with both internal and external partners.
- Good time-management skills.
- Great interpersonal and communication skills.
- Fluent in spoken and written English.

#### **Additional Information:**

- The position is offered on the basis of a self-employed consultant.
- The position is initially for the course of the 2021 conference (1 March – 30 November 2021).
- Approximately 24-32 hours per week, which will vary due to the demands of the event.
- Remuneration negotiable.
- It is primarily a home-based position, but you need to be able and willing to attend physical conference team meetings when business travel is possible again (most likely in Paris).
- The role reports to the Director of Conferences and Events.

#### **How to Apply:**

Interested and qualified candidates should send their CV, a cover letter and salary expectations, in English and by email only, to [hr@theunion.org](mailto:hr@theunion.org) with Delegate Communications and Engagement Co-ordinator in the subject line of your email, before 22 March 2021.

This position will be open until a candidate has been selected for the post. Only shortlisted candidates will be contacted. Please note that interviews will take place in English.