

## Vacancy Announcement

**Position:** Engagement and Marketing Manager, Conferences and Events, The Union

**Organisation:** International Union Against Tuberculosis and Lung Disease

**Type of Position:** Full-time

**Reports to:** Head of Communications and dotted line to Director of Conferences and Events

**Location:** Home based, TBD with a preference for one of The Union office locations (France, UK, Switzerland, India or Myanmar), must have valid work permit

**Duration:** Permanent

**Travel:** Occasional (at least twice a year)

**Salary:** Based on experience and location

### Organisation background:

The Union is a global membership, technical and scientific organisation. We were established in 1920 and are led by people who are committed to our vision, mission and values. Our members are organisations and individuals from all parts of the world. We are made up of government and non-government agencies, charities, donors and funders, professional groups, patient groups and civil society organisations. We bring together clinicians, managers, policy makers, front-line workers and implementers, scientists, patients and survivors, advocates and civil society.

**The Union's Vision:** A healthier world for all, free of tuberculosis and lung disease

**The Union's Mission:** The Union strives to end suffering due to tuberculosis and lung disease by advancing better prevention and care. We seek to achieve this by the generation, dissemination and implementation of knowledge into policy and practice. We aim to ensure that no-one is left behind, people are treated equally and we have a focus on vulnerable and marginalised populations and communities.

### The Union's Values:

- **Quality:** we deliver our services and products to the highest possible standards.
- **Transparency:** we are open and direct in our dealings.
- **Accountability:** we are responsible stewards of resources, deliver on our commitments, and are accountable to our stakeholders.
- **Respect:** we recognise people's intrinsic value and have due regard for the welfare, beliefs, perceptions, customs and cultural heritage of those we deal with.
- **Independence:** we seek to pursue our mission free from interference by conflicts of interest.

### Job Summary:

The Manager - Engagement and Marketing, Conferences and Events will lead communications, engagement and marketing strategies and activities for The Union's flagship conferences and events. This includes the Union World Conference on Lung Health, as well as strategic participation in global health platforms and other external events.

The role is pivotal in driving visibility, increasing engagement with key stakeholders, enhancing delegate satisfaction, and ensuring that The Union's conferences and events consistently align with and amplify its mission and vision.

The successful candidate will need to build relationships and collaborate with a wide range of internal and external stakeholders, including:

- Internal: Communications Department, Conference Department, Advocacy & Partnerships, Senior Management Team, country offices and programme leads.
- External: Ministries of health, WHO, international agencies, country partners, donors, researchers, civil society, media and event partners.

### **Key priorities of the role**

#### **Communications and marketing**

- Develop and implement comprehensive marketing strategies for The Union's conferences and events, including digital, print and social campaigns.
- Create compelling content (newsletters, press releases, website, social media and promotional materials) to drive interest, engagement and registration.
- Oversee brand development, positioning and use to ensure consistent and high-quality messaging across platforms.

#### **Strategic engagement**

- Build and manage strong relationships with key partners: governments, ministerial bodies, academia, researchers, communities and global health networks.
- Ensure The Union's strong presence at major global health events (World Health Assembly, UN General Assembly, European Respiratory Society Congress, etc.).
- Proactively identify opportunities for collaboration and representation to elevate The Union's thought leadership and convening power.

#### **Delegate experience and feedback**

- Develop and execute pre-, during and post-conference engagement activities (surveys, listening sessions, feedback loops).
- Collect and analyse delegate feedback to improve the participant experience.
- Present evidence-based recommendations to The Union's Senior Management and Executive Team.

#### **Strategy, alignment and reporting**

- Ensure all marketing and engagement activities align with The Union's mission, vision and advocacy priorities.
- Monitor and report on engagement metrics, marketing outcomes and return on investment.
- Contribute strategic insights to enhance the sustainability and impact of Union conferences and events.

**Qualifications, skills and experience**

- Educated to university degree level or equivalent in, communications, marketing, international relations, or a related field.
- Minimum 5 years' experience in communications and marketing, with proven expertise in managing large-scale conferences/events.
- Demonstrated ability to engage with diverse stakeholders, including government, academic, technical, and community leaders.
- Experience in digital marketing, brand management and content development.
- Excellent written and verbal communication skills; fluency in English required.
- Strong analytical, organisational and project management skills.

**Desirable**

- Knowledge and connections within the TB and lung health communities and broader global health network (e.g. international agencies, civil society, donors, tobacco control partners, respiratory disease forums).
- Additional languages

**Competencies**

- Strategic thinker with the ability to translate organisational goals into impactful engagement strategies.
- Strong networking and relationship-building skills across the public health community.
- Ability to work in fast-paced environments, manage multiple priorities, and meet deadlines.
- High cultural sensitivity and ability to work effectively with diverse, global teams.
- Strong commitment to The Union's mission of advancing public health for all, particularly in LMICs.
- Ability to work across different time zones and with international teams.
- Comfortable in both virtual and onsite event settings.

**To apply**

Please send your CV and a covering letter explaining how your skills and experience fit the position to: [career@theunion.org](mailto:career@theunion.org).

Interviews will be held remotely. Deadline for applications: 24 October 2025. We appreciate all applications; however, only shortlisted candidates will be contacted.

***The Union is an equal opportunity employer. For more details about the organisation please refer to our website <https://theunion.org/>.***