

The European Tyre & Rubber Manufacturers' Association has an opening for [www.etrma.org](http://www.etrma.org)

## **Communication Manager**

### **Your Function**

- Work closely with ETRMA members to develop and maintain consistent messaging regarding ETRMA's mission and goals
- Support developing strategic and operational communication activities of the association
- Proactively manage communication strategy for emerging issues, crisis communication and media relations for ETRMA
- Propose and maintain an annual communications plan with clear objectives, strategies, and tactics aligned with ETRMA regulatory priorities
- Prepare, align and update the communication plan and the budget
- Update content of the website
- Develop content for general ETRMA communication (toolkit, web content, press releases, newsletters, social media campaign)
- Draft press releases; Prepares the internal and external newsletter
- Introduce issues monitoring tools (incl. media, institutional & industry events, ...)
- Involve external service partners on specific projects (e.g. website redesign, infographics ...)
- Evaluation and monitoring measures of communication effectiveness

### **Qualifications**

- Master's degree in communications, English, journalism or media relations
- Superior written/oral communications in English, research, proofreading, interpersonal and leadership skills
- 8-10 years' experience developing communications content and executing a communications strategy, preferably for a non-profit or industry organization
- Strong project management skills with the ability to manage multiple projects on tight deadlines
- Global mindset coupled with hands-on experience working across geographies to build and nurture relationships with diverse groups and individuals
- Experience with reporting and evaluating communication effectiveness
- Experience in the management of graphic design projects, such as invitations, collateral, brochures, newsletters, and multimedia projects, such as videos.
- Demonstrated experience with presentation tools such as PowerPoint

### **Application deadline: 10 July 2020**

The applicant is expected to take up the post October 2020, or earlier

Applications to the attention of

Mrs F. Cinaralp [info@etrma.org](mailto:info@etrma.org)  
Secretary General  
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1210 Brussels

*For more info about ETRMA, please visit [www.etrma.org](http://www.etrma.org)*