

Communications coordinator (F/M)

ICOM (International Council of Museums) is the global museum association, encompassing:

- a network of almost 49,000 museums and museum professionals in 138 countries and territories
- an expert forum composed of 118 National Committees and 32 International (scientific) Committees
- an international non-governmental organisation (NGO), building professional capacity, defending the world's heritage and communicating the value of museums to society

Website: <http://icom.museum>

Mission :

At the ICOM Secretariat (a team of about thirty persons), reporting to the Head of Communication and public relations department, Communications Coordinator is responsible for communicating the association's strategy and activities to its stakeholders, and promoting ICOM's image and values to the general public.

The Communications coordinator is in charge of the management of ICOM's social media in direct contact and close collaboration with all ICOM Committees and governmental bodies.

Job description - main tasks

Social media and content creation

- Developing and implementing a strategy to increase the presence, influence and visibility of ICOM on social media
- Planning the production of content to feed the different channels
- Launching, monitoring and analysing campaigns
- Creation of multimedia content (texts, articles, infographics, graphics, videos) for social media and other ICOM communication platforms, including the website and newsletters
- Managing and implementing advertising campaigns on social media
- Online community management
- Developing partnerships with influencers
- Monitoring technological and behavioural developments on social media to optimise the strategy

Communication projects

- Managing the ICOM Voices project (editorial space and podcast) in cooperation with the Publications Department
- Participating in the implementation of the Department and Secretariat projects, including the annual report, newsletters, annual meetings and the ICOM General Conference
- Designing communication kits and manuals for the ICOM Committees

Press

- Drafting press releases and statements
- Drafting internal and external press kits
- Organising press conferences

The Communications coordinator is also required to participate in all the department's dossiers and, if necessary, to participate in all the Secretariat's dossiers.

Non-exhaustive list

Profile:

Education:

- B.A./M.A or equivalent in communication, marketing or journalism

Experience:

- 2 years minimum in the cultural sector, museums, international cooperation or NGOs

Personal qualities :

- Team spirit, open-mindedness, diplomacy and resilience, rigour, sense of service, excellent communication, analytical, organizational, interpersonal and editorial skills.

Skills:

- Fluent English and French, Spanish a plus
- Knowledge of new technologies and social media
- Knowledge of the culture and museum sector

If you are interested in this position, please, send your application to icom.jobs@icom.museum.com before 1st November 2021. Possible interviews will take place at the end of november 2021