COMMUNICATION EXECUTIVE

Job experience: 2 years or less
Job location: Amsterdam, The Netherlands
Reporting to: Digital Communication Manager

1. COMPANY PROFILE
ESOMAR is the worldwide association of research professionals with 5,000 members working in market, social and opinion research as well as advertising, marketing, public bodies and academia in over 100 countries. Its mission is to encourage, advance and elevate the cause of market research worldwide.

In its role as guardian and promoter of the research industry, ESOMAR actively advocates self-regulation and its worldwide code of practice, publishes several industry publications and organises a comprehensive programme of industry and thematic conferences.

2. ROLE AND RESPONSIBILITIES
The Communications Executive reports to the Marketing & Digital Communications Manager. In collaboration with the Communication team and the other departments, the Communication Executive is primarily responsible for optimizing the digital communication “presence” of ESOMAR:

Primary responsibilities includes:
- Research web copy.
- Create sites that are optimized for search engines.
- Develop relationships with websites to obtain quality links.
- Improve search-engine rankings.
- Send out quality messages on these channels.
- “Optimising our messaging on digital channels”
- Drive traffic to websites using a variety of methods.
- Effect traffic increases on key sites/pages
- Research popularity of sites linking to page.
- Develop pay-per-click advertising campaigns.
- Manage and deliver email lists.
- Design and deliver emails.
- Craft email campaigns.
- Monitor a company's online reputation.
- Highlight and encourage positive comments.
- Strengthen relationships with power brokers.
- Integrate other online presences including social media outlets with email campaigns.
- Follow up on responses.
- Solicit customer feedback and optimize campaigns accordingly

In addition, the Communications Executive will be involved in:
- Sourcing negotiation and execution of media partnership agreements for annual global and regional events
- Contribute to expand the scope of activity of long term partnership, receiving the value of advertisement exposure agreed by Management
- Craft integrated promotion timeline with built in production timelines for all ESOMAR products, ensuring proper cross promotion on platforms and balances coverage of multiple event within the negotiated agreement terms
- Assist in planning print and online marketing collateral for all ESOMAR
- Work closely with Product Owners in text collection for drafting various external communication including, preparation of mailing lists, text, templates and editorial review
• Communication, promotion and campaign analysis for all ESOMAR products
• Supporting Digital Communications Manager on-writing speeches
• Sub-editing and proof reading of ESOMAR Industry reports and other printed materials
• Traditional print marketing; at events, for Research Worlds and others
• Writing the Members Lounge area of Research World

Profile
Professional skills:

• Hands-on experience with inbound marketing systems, and familiarity with marketing automation practices
• 1-3 years of experience in Digital Marketing with a focus in content development and/or reporting, knowledge of Search Engine Marketing (SEM)
• Expert knowledge in the latest in digital and social media technology and channels and how to best leverage for marketing programs as part of an overall social business strategy
• Excellent project and deadline management skills
• Copywriting
• Strong working knowledge of WordPress, Constant Contact, Facebook, Twitter, YouTube, and Instagram
• Highly motivated, quick-learner, self-starter
• Proficiency in MS Office, Mac environment
• College degree in marketing and/or technical areas
• Must be able to present digital portfolio of work, including writing samples
• Ideally, some exposure to/knowledge of research industry would be of benefit

3. CONTACT DETAILS

Finn Raben as at f.raben@esomar.org
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no later than 30 March 2014.