

MARKETING AND COMMUNICATIONS MANAGER

The International Council on Archives, founded in 1948, is the international Non Governmental Organization (NGO) that promotes the cause of archives and archivists throughout the world. It has a global network comprising regional branches, professional associations, specialist sections, expert groups and project teams. The voting members elect the organization's leaders (the President and two Vice-Presidents), while the Secretariat, based in Paris, co-ordinates the work of the leadership team, in relation to strategy and governance, and the organization's many volunteers in areas of professional practice.

For many years ICA has produced standards, tools and best practices that are widely used by the global archival community. However, it has not up to now been able to brand and market its products professionally, with the result that it has failed to gain visibility and has lost opportunities to generate revenue from the sale of products and services. The Marketing and Communications Officer will have as his/her main objective to put in place the organization's first effective marketing strategy and to generate a moderate revenue stream within a year of appointment.

Effective communication within ICA and with external partners is crucial to the success of the organization as it ramps up its advocacy campaigns. In recent years ICA has concentrated on internal reforms: a new constitution, more transparent governance, a flourishing professional programme, redesigned publications, and a website which is currently being developed. ICA now needs to develop a coherent communication strategy, including the development of key messages to different stakeholders and identifying appropriate ways of communicating with different groups.

The Marketing and Communications Managers, reporting directly to the Secretary General, will help to shape the organization's communications strategy and will play the leading role in its implementation. (S)he will need to have an ability to communicate fluently, in speech and on paper, in both English and French (ICA's two official languages); an enthusiasm for, and knowledge of the latest technologies, especially in the area of social networking; and an outgoing personality that relishes interaction with a wide range of stakeholders and cultures.

In addition, the post-holder must be willing to multi-task, as a member of a small Secretariat team, which has to meet the varying needs for ICA members throughout the world.

The ideal candidate will have a combination of commercial sense, marketing flair, communications competencies, languages skills and an aptitude for information technologies

Main duties

- To develop a marketing strategy with the emphasis on revenue-raising (including a specific agreed yearly target), after reviewing the range of ICA products and services
- To review ICA's current branding practices and to make recommendations for improvement
- To develop a coherent communications strategy for ICA in consultation with the leadership team and the Secretary General
- To convey ICA's messages in a way that is easy for members, professionals and the wider public to understand
- To identify the most appropriate channels of communication for each stakeholder group
- To act as content editor for the website and to seek proactively fresh content for the new website from ICA bodies and members
- To advise on ways on which the latest technologies could be more used more effectively in ICA communications
- To compile a general introductory guide to ICA for potential new members and promotional material to make ICA's activities visible
- To compile a more detailed guide on ICA governance for serving Elected Officers and EB members

Qualifications

- Ability to think strategically and to plan for the longer term
- Previous experience in developing and implementing marketing and communications strategies
- A very good knowledge of French AND English, both written and oral, is absolutely essential – a knowledge of another language would be an advantage
- A general knowledge of the work of the International Council on Archives and the international environment or demonstrated ability to acquire this quickly
- Training and experience in the management of websites and social media and an enthusiasm to learn more about them

Competencies

- Ability to think strategically in the area of marketing and communications
- Excellent oral and written communication skills
- A high degree of motivation and determination
- Flexibility, especially in response to unexpected developments
- Capacity to multi-task and to cope with pressure

- Ability to interact with other members of a small team
- Willingness to take initiatives and to accept responsibility
- Strong commitment to international cooperation and to cultural diversity

Post/Contract

The post is full-time and is subject French employment law. A CDD (Contract of Defined Duration) for twelve months, covering an anticipated temporary increase of activity in the area of ICA marketing and communications, will be offered in the first instance. Towards the end of that period the situation will be reviewed. Starting salary is likely to be around 2,800€ net per month, but this is subject to negotiation, and more may be available for an exceptionally well qualified candidate.

Applications, comprising a CV and letter of motivation, should be sent direct to David Leitch, ICA Secretary General (leitch@ica.org) by 20 April at the latest. Interviews are likely to take place in the first half of May.