# Director General European Advertising Standards Alliance







What You'll Do

Recruitment Process



The European Advertising Standards Alliance (EASA) is the leading voice championing ethical standards in advertising across Europe. Our mission is to promote high standards in marketing communications, fostering trust and transparency for the benefit of both consumers and businesses worldwide.

EASA has a network of 43 organisations representing 28 advertising self-regulatory organisations (also referred to as "standards bodies") from Europe and 14 organisations representing the advertising ecosystem (the advertisers, agencies, the media) and 1 digital pure-play company.

EASA's role is to set out high operational standards for advertising self-regulatory systems, as set out in the Best Practice Model and EASA's Charter. EASA also provides a space for the advertising ecosystem to work together at European and international levels to address common challenges, and ensure advertising standards are future-proofed.

EASA helps ad standards bodies make sure that ads are legal, decent, honest, truthful, prepared with a sense of social responsibility and created with due respect to the rules of fair competition. The well-enforced ad standards supported by EASA ensure that ad self-regulation is better regulation.

You can find more information on the website at www.easa-alliance.org including the "EASA About Us Leaflet 2023" in the Publications section.



EASA is looking for a highly motivated and experienced Director General who will be responsible for the successful leadership and management of EASA, according to the strategic direction set by the Board of Directors and the Executive Committee. The Director General will be supported by an Office Manager and a young and dynamic team of six full-time employees based in Brussels.

# Leadership on strategy and policy issues

- Supporting the Board of Directors in developing a vision and strategic plan.
- Identifying, assessing, and informing the Board of Directors of internal and external issues that affect the organization.
- Fostering effective communication and work procedures between EASA's different Committees and between EASA's Executive Committee and staff.
- In addition to EASA's Chairman, acting as a spokesperson for the organisation.
- Representing EASA externally to stakeholders to enhance EASA's profile.
- Establishing good working relationships with external stakeholders (including, but not limited to, the European Institutions, the ICC, industry players).
- Expanding EASA's external communications activities to create greater visibility with stakeholders



### **Membership relations**

- Communicating with members and understanding and responding to their needs.
- Ensuring a high level of quality for members both in terms of services and products.
- Identifying new organisations for potential membership, and onboarding new EASA members.

# Management of the secretariat

- Overseeing the development of an operational plan to deliver EASA's strategic objectives.
- Overseeing the efficient and effective day-to-day operation of the secretariat.
- Ensuring the successful agenda setting and organisation of all EASA meetings.
- Providing support to the Board and Executive Committee by preparing meeting agendas and supporting materials.
- Determining staffing requirements in line with EASA's strategic objectives.
- Recruiting, interviewing and selecting staff.
- Establishing a positive, healthy and safe work environment in accordance with all appropriate legislation and regulations.
- Ensuring that the staff receive appropriate training.
- Implementing a performance management process for all staff which includes monitoring the performance of staff on an on-going basis and conducting an annual performance review.
- Coaching and mentoring staff as appropriate to improve performance.

# **Developing EASA's products and services**

- Identifying new funding opportunities and products and services which can be developed by EASA within the scope of its articles and strategic plan.
- Overseeing the planning, implementation and evaluation of the products and services.



## **Financial planning and management**

- Working with the Office Manager and the Treasurer to prepare a comprehensive budget for the Executive Committee, the Board and the General Assembly and reporting regularly on EASA's revenues and expenditure.
- Ensuring adequate funding for EASA.
- Identifying and evaluating risks to EASA and implementing measures to control risks.
- Approving expenditures within the authority delegated by the Board and monitoring the monthly cash flow.
- Ensuring that sound bookkeeping and accounting procedures are followed.
- Ensuring that EASA complies with all Belgian legislation.

# **Key requirements**

- Substantial progressive management experience.
- Proven leadership skills and experience of managing teams.
- Strong in building relationships, both internally and externally to achieve EASA's goals.
- Ability to develop and deliver impactful and future focused strategies.
- Excellent communication skills and experience (internally and externally).
- Good problem-solving skills and ability to make clear and timely decisions.
- Hard-working, reliable and well-organised.
- Fluent English (native or equivalent) required and fluent French desirable.
- Interested in advertising and advertising self-regulation. Experience of digital policy advantageous.
- Management experience in advertising and marketing would be an advantage
- Knowledge of association management, human resource management, financial management as well as project management would be an advantage.

#### **What EASA offers**

Working with a small, international team, warmly welcoming fresh and creative ideas. Competitive salary and comprehensive benefits package.

EASA is established under Belgian law therefore the DG is employed within the Belgian tax and social security system. The office is located in the EU area of Brussels at 26 Rue des Deux Eglises.





If you wish to apply for this exciting position, please send your CV to the Executive Search team at Dober Partners (contacts below), as soon as possible to qualify for face-to-face interviews in Brussels with the Selection Committee in December 2024.

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