



— **Senior Communications Manager**
World Federation of Advertisers (WFA)



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About WFA

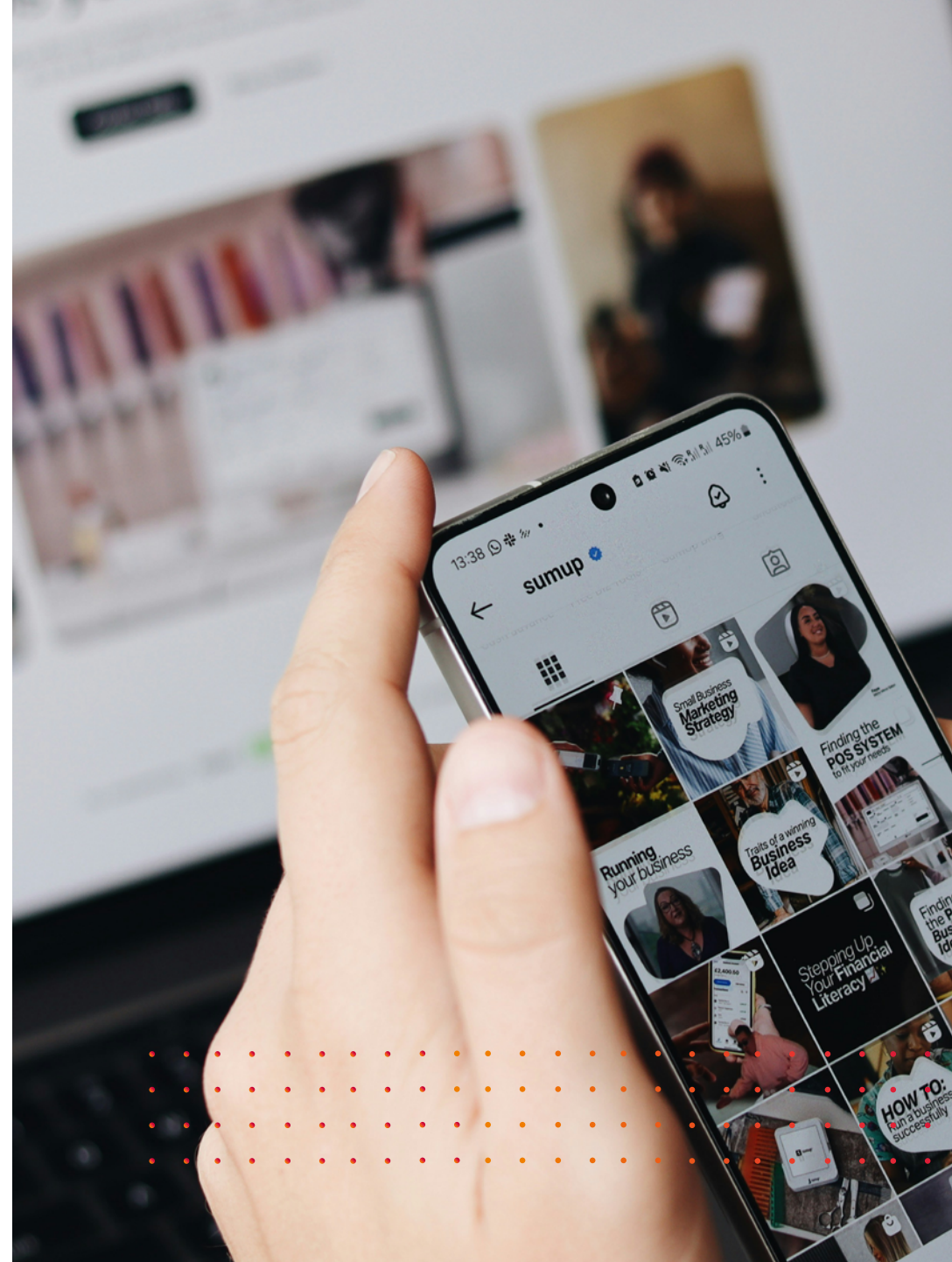
WFA champions more effective, efficient and responsible marketing communications which help WFA members drive brand growth.

It is the voice of marketers worldwide, representing more than 150 of the world's biggest brand owners and national advertiser associations in over 60 markets, which speak for tens of thousands of brands at a local level. Through WFA, they form a global network that offers marketers a unique source of leadership, expertise and inspiration. More information at wfanet.org

About the team

WFA has a team of 35 with headquarters in Brussels, and offices in London, New York and Singapore. Our team is made up of highly motivated people of a variety of nationalities led by the Chief Executive.

As a team we aim to emulate, and exceed, the professional practices of our members. Despite being a not-for-profit organisation, we operate in a highly demanding business environment and are rewarded based on success.



Job Title:
(Senior) Communications
Manager

Reports to:
Director of Communications
and Strategy

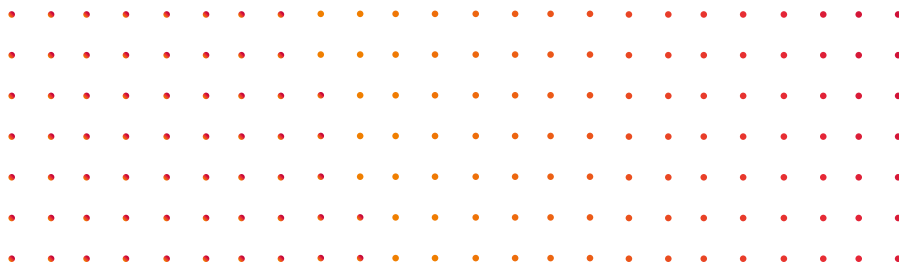
Department:
Communications

Location:
Brussels, hybrid working in
office 2-3 days/week

We are looking for an experienced Senior Communications Manager to join our Communications team based in Brussels. The successful candidate will have a proven track record of helping to develop and execute compelling and engaging communications strategies. Beyond strategic input, we would expect the successful candidate to be hands on with the day-to-day implementation of executional tasks, such as the planning, organisation, creation and publication of WFA content online, as well as helping with the day-to-day management and development of the WFA website, including SEO/GEO and social strategies to improve visibility and accessibility of this content and the organisation.

Communications strategy

- Assisting in ideation, development and implementation of a compelling and engaging communications strategy that helps build awareness and visibility for the organisation;
- Development of customer journeys which help retain existing members and drive membership growth.



Content management

- Generate, curate, publish and distribute engaging content via the website, newsletters and social media that aligns with WFA's strategy and addresses the needs and interests of various members; where appropriate, repurpose and refresh existing content;
- Collaborate with Policy, Membership and Marketing Services teams to measure content effectiveness (usage, adoption and reach), brand awareness, lead generation, and user engagement;
- Manage content distribution to online channels and social media;
- Help ensure that the right processes are in place to streamline the uploading and accessibility of content.

Website management

- Work with communications team members to plan and develop site content (updating and creating new pages), style and layout for WFA pages;
- Develop content in line with SEO, GEO best practices by keeping it entertaining, engaging and informative;
- Support on the day-to-day maintenance and development of the WFA website and content management system;
- Use content management systems to analyse and optimise website traffic, users' engagement metrics, searchability and accessibility;
- Increase sign-ups to WFA newsletters and grow traffic to the website.

Key requirements

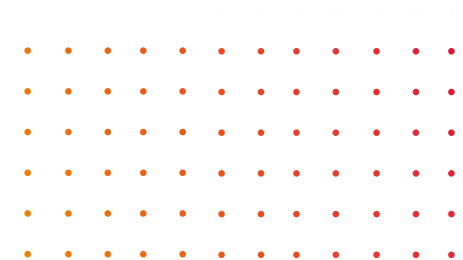
- At least six years' experience working as a Communications Manager or in a similar role;
- A degree in journalism, communications, marketing or a related field;
- Expertise with SEO, GEO and web traffic data;
- Experience with social media engagement strategies;
- Experience running podcasts would also be an asset.
- Experience of working in the creative industries would be a plus. An interest in the creative industries a pre-requisite.
- Excellent ability to create intuitive customer journeys online;
- Excellent understanding of web publishing and HTML;
- Excellent communication and teamwork skills;
- Ability to generate creative ideas;
- Familiarity with design software (e.g. Photoshop, InDesign, Canva);
- Attention to detail and outstanding organisational skills;
- Native-level proficiency in written and spoken English

Profile of the ideal candidate

- Comfortable working within a multicultural and international team environment;
- Proactive, reliable and able to work both independently and collaboratively;
- Able to take ownership of projects and drive them forward effectively;
- An outgoing, open personality, who is reliable and rigorous.

WFA offers

- A competitive salary and benefits package;
- Hybrid working environment;
- Enhanced statutory holiday entitlement;
- The opportunity to join a dynamic and ambitious team;
- A stimulating work environment in a fast-growing global organisation.



Recruitment Process



If you wish to apply for this exciting position, please send your CV and motivation letter to the Executive Search team at Dober Partners (contacts below).

Natalia Kurop

M: +32 488 945 579

→ natalia@doberpartners.com

www.doberpartners.com



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