

VACANCY**GLOBAL MARKETING OFFICER**

Full time, Home based

Overview of The Union:

The Union was founded in 1920 and is the world's first global health organisation. We are a global leader in ending tuberculosis (TB), we fight the tobacco industry, and we solve key problems in treating major diseases. We use science to design the best treatments and policies for the most pressing public health challenges affecting people living in poverty around the world. The Unions members, staff and consultants operate in more than 150 countries and embody our core values of accountability, independence, quality and solidarity.

www.theunion.org

Twitter : @Union_TBLH

Facebook: @TheUnionLungHealth

Overview of the position:

Tuberculosis is the worlds leading infectious-disease killer. It kills more people every year than malaria, more people than HIV. In 2016, an estimated 1.7 million people died from TB, 239,000 were children. As a leading organisation in the fight to end TB the communications team is working hard to create engaging ways to make sure that people know about the burden of TB, that knowledge on beating TB is shared, that communities affected by TB can have their voices heard, that our world leaders take action.

From our origins in TB we now apply our knowledge and skills to broader lung related health, including our work on non-communicable diseases like diabetes and asthma, HIV, and our work in tobacco control. You will support a wide range of communication initiatives with a strong focus on generating engaging content and producing marketing materials and campaigns.

Reporting to the Global Director of Communications, and based from home, you will work very closely with the global communications team and all teams across the organisation to support their activity, and make sure that we're maximising the impact of any reach we achieve through our communications.

Main Responsibilities:***Marketing Campaigns******Day-to-day management of campaigns and projects***

- Develop and manage marketing campaigns and projects for key issues such as child TB or diabetes.

- Work as part of the Communications Team to deliver marketing services to Union departments, regions and staff. Including, but not exclusively:
 - Delivering the marketing needs of the Union Membership Department, including membership retention and recruitment
 - Delivering the marketing needs of the Fundraising Team, including the Union Centennial Campaign.
 - Delivering the marketing needs of the Tobacco Control department on global campaigns and the production of tobacco control resources.
- Support the marketing needs of Union conferences including the global Union World Conference on Lung Health, the World Conference on Tobacco or Health and the Union Region Conferences. The Communication Team manages all communication aspects of these conferences, including the production of all signage and conference assets.

Content production

- Write, edit and proof read content for a range of Union channels and marketing materials.
- Develop brochures, flyers, posters, digital assets, marketing merchandise and environmental branding for a range of topics.
- Commission, brief and oversee the design and production process of materials.
- Commission and oversee film and photography production.
- Gather case studies.
- Develop memes and assets for social media.
- Build relations with a wide range of marketing contacts, particularly suppliers such as printers and designers to ensure competitive prices and great quality.
- Support online marketing, including paid advertising and online advertising for our own channels.
- The development and implementation of e-marketing and newsletters.

Other

- Undertake any other duties, when required.

Essential experience:

- Min. degree in communications, journalism, public relations or related field.
- Minimum 3 years' experience in communications or related field
- Excellent marketing and communication skills
- Fluent in English, proficiency in French and Spanish an advantage
- Excellent writing, editing and copywriting skills
- Proven skills in working with designers and development marketing materials
- Knowledge of public health desirable
- Experience in public relations desirable
- Ability to work on their own initiative as well as part of a global team

- Available to travel and work to with countries in different time zones
- Demonstrable commitment to collaborative team work
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity

Deadline:

Friday 15th March

How to Apply:

Please send your CV and a cover letter in English, including your salary expectations to hr@theunion.org with GMO-TU in the subject line of your email.

Only shortlisted candidates will be contacted and interviews will take place in English.