



Role: Head of Communication and Membership Development

Reporting to: Director General

Place of work: Brussels

Basis: Full-time, unlimited period

Starting date: As soon as possible

The European Fund and Asset Management Association (EFAMA) is looking for a new Head of Communication and Membership Development to strengthen its Brussels-based Secretariat. This exciting strategic position offers the successful candidate a unique role in helping to build the industry's profile and strengthen its voice with key stakeholders across Europe.

EFAMA is the voice of the European investment management industry. Its membership consists of 27 national associations, 59 corporate members and 25 Associate members.

More information about EFAMA can be found at www.efama.org

ROLE DESCRIPTION

The holder of this position will play a vital role in the further development of EFAMA as we continue on the journey to take our Association and industry to the next level. The role presents a genuine opportunity to help shape the industry's messaging and narrative, and to provide it with the strongest possible voice across all its stakeholder groups.

The new Head of Communication and Membership Development will be responsible for developing and executing EFAMA's communications strategy and campaign plans, ensuring consistency of messaging across the organisation, and raising our visibility and enhancing our reputation both externally and internally.

In addition, the successful candidate will be responsible for identifying and maximising opportunities to grow our membership.

The role will include working on a wide variety of projects as part of a dynamic and international team of 20 members.

The role will include daily interactions with regulatory and research colleagues at EFAMA, engaging with members and potential members, and engaging with members of the media and press.

The successful candidate must have a minimum of 5-7 years working as a senior communications professional. A background in financial services and/or membership organisations, while not essential, is a distinct advantage.

The role requires excellent organisational and interpersonal skills, an ability to work collaboratively with a wide range of people, and a drive for quality and excellence. The successful candidate must be native-level English speaker, with other EU languages an advantage.

KEY RESPONSIBILITIES

Communication

- Develop and execute EFAMA's overall communications strategy and campaigns that support our advocacy objectives
- Work closely with the Director General and the EFAMA senior team to help shape and position effectively the industry's narrative and core messaging
- Lead in the development of a wide range of communications materials such as annual reviews, key policy messages, press releases, industry articles and by-lines, speeches, corporate presentations, and all other appropriate communication tools, with the full support of our regulatory team
- Ensure that EFAMA is being positioned effectively and frequently across the European mainstream business and financial and industry media
- Develop communications and thought leadership ideas, content, and media commentary opportunities - and ensure that EFAMA is reacting in a timely manner to the evolving regulatory and communications landscape
- Develop our annual programme of events; also ensuring our active presence at selected high-level industry stakeholder events
- Social media - manage media accounts such as LinkedIn and Twitter; monitor and analyse traffic and conduct trainings for staff as needed
- Website - lead on keeping website content relevant
- Audio-visual: lead on the production of infographics, video interviews, webinars, etc.
- Brand identity: ensure brand consistency and recognition

Membership development

- Develop and execute a strategy to grow membership and increase retention
- Ongoing evaluation of membership benefits for Associate members, including proposing changes when necessary
- Lead in the creation and development of membership and marketing material

REQUIREMENTS

- 5 to 7 years of relevant communications experience, preferably within a financial services environment and/or a European membership organisation
- Experience of developing and implementing communications, and social media strategies
- Native-level English speaker; other European languages are an advantage
- Excellent communication skills, verbal, written and presentational
- Strong project management and organisational skills and ability to cope with tight deadlines and a complex workload
- Track record of working closely with Board, C-Suite, and senior management
- High level of accuracy and attention to detail
- Highly proactive, self-motivated, result-oriented, creative and enthusiastic
- Strong interpersonal skills with the ability to persuade
- Strong team player
- Computer and social media literacy



WE OFFER

- An international working environment with a leading European trade association
- Opportunities to grow, take initiatives and work with a young and ambitious team
- Stimulating work focusing on issues of great economic and social significance
- An attractive remuneration package (incl. several benefits) commensurate with qualifications and experience

HOW TO APPLY

You can apply by sending your CV and a cover letter to Miriam.Brunson@efama.org with **Head of Communication and Membership Development** in the subject line.

Your cover letter (max. two pages) should outline your suitability and motivation for the post. It should explicitly reference how your profile matches the different job requirements described above.

Deadline for applications: Friday 11 March 2022. The position is open until filled. Applications will be accepted until a qualified candidate is selected, at which time the recruitment will be closed.

Interviews will be held online, or sanitary conditions permitting, on our Brussels premises. Please note that a written test will be held as part of the selection procedure.

Please further note that only duly completed applications (CV + motivation letter) will be considered.

Due to the large volume of applications we receive, EFAMA will only contact shortlisted candidates.
