



FÉDÉRATION MONDIALE DE L'HÉMOFILIE
WORLD FEDERATION OF HEMOPHILIA
FEDERACIÓN MUNDIAL DE HEMOFILIA

Affichage EXTERNE / EXTERNAL Posting

Gestionnaire en communication, média sociaux et événements - OSBL, international, santé /
Communications Manager, Social Media & Events - NFP, international, health
. 12m remplacement

[international day-to-day - multilingual, multicultural; Montreal-based preferred]

(une version française suit)

Are you a savvy social media professional? Do you know how to leverage social media platform analytics to improve campaigns? Do you want to help a global health NGO promote events digitally? If so, this position may be for you!

The World Federation of Hemophilia (WFH - <http://www.wfh.org>) is an international not-for-profit organization that provides global leadership to improve and sustain care for people with inherited bleeding disorders, including hemophilia, von Willebrand disease, rare factor deficiencies, and inherited platelet disorders. Established in 1963, the WFH works with member organizations in 149 countries as well as through a network of international volunteers and healthcare providers to achieve our vision of "Treatment for All" around the world.

THE UNIQUE OPPORTUNITY

Reporting to the Director of Communications & Marketing, the **Communications Manager, Social Media & Events** is responsible for managing the WFH social media channels and all social campaigns across the organization including: creating social savvy content; coordination, implementation, and monitoring & evaluation of the WFH's social media content across all platforms.

The Manager is also responsible for promoting all major WFH events - from developing a communications plan for each event, to implementing all aspects related to the marketing and communications of the event. The incumbent must excel at working across departments and with international staff.

Type role:	full-time; <u>12-month maternity replacement</u>
Location:	3 days telework, 2 at downtown office, days of your choice; n/a in the summer
Start date:	early NOV. 2022
Apply in confidence:	recrutement.recruiting@wfh.org (cv + introduction letter)

WHAT YOU WILL DO

- In collaboration with the Director, develop a comprehensive social media strategy for the WFH, including strategies to increase followers and engagement across all channels
- Manage and execute a social media plan for all major WFH events, develop content calendars – with strategic messaging - for multiple ongoing projects across all social media platforms

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CONT'D ...

- Coordinate with and support all departments with their social media and promotional needs, applying WFH strategic messaging, user friendly language, engaging images and relevant hashtags for best results
- Identify WFH digital trends, track progress of reach and engagement expansion, and prepare quarterly reports and additional updates on marketing efforts as needed
- Create an analytics dashboard for all major events and campaigns, adjust strategy when needed based on outcomes
- Develop social media guidelines for the organization – for HQ and internationally
- Develop, actualize, and execute communications and marketing plans for all major virtual and in-person WFH events to get the most visibility and engagement across all digital commutations: social & all other relevant supporting communications (articles, videos, interviews, special announcements, etc.)
- Ensure efficient and effective day-to-day operations of digital communications and other marketing and communications activities, with tasks and projects executed successfully to meet established objectives
- Identify and develop opportunities for increased recognition of the WFH among the bleeding disorders community and among other stakeholders
- Lead the design, development, and implementation of World Hemophilia Day annual campaign and its supporting communications materials: collaborate with specified staff to select a theme, and to develop visuals and content (collected across the organization and world-wide); manage updates for WFD webpages & community engagement pages; develop a social media campaign; track statistics, reader engagement; report on outcomes
- Collaborate with WFH National Member Organizations, regional managers and key international players of the bleeding disorder community on shared events and opportunities – ex., World Hemophilia Day, World Congress, regional meetings, or special symposia that promote WFH and its activities
- Write and/or edit communications materials as required: status reports, articles, website updates, social media announcements, presentations showcasing social media impact
- Manage vendors: graphic designers, printers, photographers, videographers, translators, as required
- Work in close collaboration with team members: the Digital & Branding Specialist, Communications Projects consultant, and the Editor. Support a cohesive and collaborative team culture
- Represent the organization and Communications & Marketing department at international conferences and meetings to promote, encourage and engage National Member Organizations and other priority stakeholders

Carry out other communications and marketing tasks relevant to the role in support of the team and the WFH as requested by the Director, Communications & Marketing.

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WHAT YOU BRING TO THE ROLE -

- University degree in communications, public relations, or related field\
- Minimum six years (6-9 years) of relevant work experience, principally in the healthcare, non-profit, and/or international development field (preferred) – including min. 3 years leading social media, developing and tracking metrics, and organizing & implementing projects
- Key knowledge of social media and communications best practices, techniques, processes
- Superior writing and editing skills; detail-oriented
- Strong analytical, budget management, and research skills
- Excellent time and project management skills, with demonstrated ability to manage multiple priorities and work effectively towards deadlines; effective under stress
- Highly motivated, resourceful: adept at taking initiative & following through; able to solve problems effectively, and excel in a fast-paced, changing environment
- Superior interpersonal skills, with ability to build and maintain solid relationships
- Highly efficient and self-motivated individual: effective working independently and as part of a team in an international and multi-cultural environment
- Superior English oral and written communication (essential to daily WFH international work); working knowledge of French, Spanish, and/or international language/s – preferred
- Excellent knowledge of MS Office – including PowerPoint for presentations - and social media platforms; photoshop, illustrator, hootsuite, Facebook/ Twitter paid advertising – additional assets
- Legally entitled to live & work in Montréal and Canada preferred; availability and willingness to undertake occasional international travel

Salary will be commensurate with background and experience. Unique international work context.

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Internal candidates – to apply

Potential candidates should be referred ASAP, signal their interest, or send an **English CV + cover letter** in confidence to Neha Suchak, Director, Communications & Marketing – nsuchak@wfh.org, or to Christiane Casavant, HR Manager – ccasavant@wfh.org ; all internal candidates will be met individually

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External candidates – to apply

Please send IMMEDIATELY an **ENGLISH cv** (preferred) & **COVER LETTER (essential)** to:

E: recrutement.recruiting@wfh.org

Fédération mondiale de l'hémophilie / The World Federation of Hemophilia - <http://www.wfh.org>
Montréal, QC H3G 1T7 Canada

Facebook: <https://www.facebook.com/wfhemophilia>

Twitter: <https://twitter.com/wfhemophilia>

LinkedIn: <https://www.linkedin.com/company/world-federation-of-hemophilia>

YouTube: <https://www.youtube.com/user/WFHcommunications>

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We thank all candidates for their interest, however only short-listed candidates will be contacted.

(une version française suit)

- résumé du poste

Gestionnaire en communication - Média sociaux et événements - OSBL, international, santé
- remplacement maternité 12 mois

[contexte international au quotidien - multilingue, multiculturel; basé à Montréal de préférence]

Êtes-vous un.e professionnel.le averti.e des médias sociaux ? Savez-vous comment tirer parti de l'analyse des plateformes de médias sociaux pour améliorer les campagnes de communication ? Voulez-vous aider une ONG de la santé mondiale à promouvoir des événements numériques ? Si c'est le cas, ce poste pourrait être le vôtre !

L'OCCASION UNIQUE

Relevant de la directrice des communications et du marketing, le/la **gestionnaire des communications, médias sociaux et événements** est responsable de la gestion des médias sociaux de la FMH et de toutes les campagnes dans l'ensemble de l'organisation, y compris: la création de contenu social avisé; la coordination, la mise en œuvre, le suivi et l'évaluation du contenu des médias sociaux de la FMH – et ce, sur toutes les plateformes.

Le/la gestionnaire est également responsable de la promotion de tous les événements majeurs de la FMH – à partir de l'élaboration d'un plan de communication pour chaque événement jusqu'à la mise en œuvre de tous les aspects liés au marketing et aux communications de l'événement. Le/la titulaire doit exceller dans le travail d'équipe avec les départements et du personnel international.

.version intégrale disponible sur le site FMH <http://www.wfh.org>

Type d'emploi: temps plein; remplacement de maternité, 12 mois

Date de début : Novembre 2022

Mode de travail : 3 jours télé-travail; 2 au bureau du centre-ville, jours au choix; relâche en été)

Candidats **internes** – pour postuler

Les candidats potentiels doivent être référés dès que possible, ou signaler leur intérêt, ou transmettre un **CV + lettre de motivation** en toute confidentialité à Neha Suchak, directrice des communications et du marketing – nsuchak@wfh.org, ou à Christiane Casavant, gestionnaire, ressources humaines - ccasavant@wfh.org; tous les candidats internes seront rencontrés individuellement.

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Candidats **externes** – pour postuler

S'il vous plaît, nous transmettre IMMÉDIATEMENT **en toute confidentialité**, votre **CV** et votre **lettre de motivation** (essentielle) à:

. recrutement.recruiting@wfh.org

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Fédération mondiale de l'hémophilie / The World Federation of Hemophilia - <http://www.wfh.org> Montréal, Qc H3G 1T7

Facebook : <https://www.facebook.com/wfhemophilia>

Twitter : <https://twitter.com/wfhemophilia>

LinkedIn : <https://www.linkedin.com/company/world-federation-of-hemophilia>

YouTube : <https://www.youtube.com/user/WFHcommunications>

Nous remercions tous les candidats.tes de leur intérêt envers la FMH mais seules les personnes sélectionnées seront contactées.