



The European Society for Radiotherapy & Oncology (ESTRO) is currently recruiting a **Communication Coordinator** for a open-ended contract to work closely with the Communication Manager in a variety of activities.

### **Our Society**

Founded in 1980, ESTRO, the European Society for Radiotherapy & Oncology (ESTRO), is a non-profit and scientific organisation that fosters the role of Radiation Oncology in order to improve patients' care in the multimodality treatment of cancer.

With over 5 000 members in and outside Europe, ESTRO supports all the Radiation Oncology professionals in their daily practice: Radiation Oncologists, Medical Physicists, Radiobiologists and RTTs (Radiation Therapists) and the wider oncology community.

ESTRO's mission is to promote innovation, research, and dissemination of science through its congresses, special meetings, educational courses and publications.

### **Your mission**

The Communication Coordinator works under the supervision of the communication manager to promote the Society's activities

The Coordinator's primary responsibilities are to coordinate and implement communication actions according to pre-defined communication plans in order to promote the Society's activities to various audiences and advance development efforts by positioning the organisation as one of the leading organisations in the oncology area.

The Coordinator will also team up with key staff members to achieve coordination of messages, high standard of external communications, all in support of ongoing projects and events, as well as initiatives related to the Society's strategic plan. This includes being responsible for coordinating the content generation through multiple communication channels as well as playing a key role in the Society's digital media development.

### **Main Responsibilities**

#### Scientific and Educational activities marketing and communication

##### **1. Coordination of digital channels**

- e-mail blast campaigns: write, edit, publish, manage mailing lists
- website and sub-websites: post various updates
- social media: draft messages and posts, in collaboration with the marketing manager, compile statistics reports on the various communication channels: social media, email blasts, website...

##### **2. Production of documents**

- Coordinate the production of promotional documents, brochures and reports (print and digital): draft timelines, liaise with the team to collect info, contribute to write content, proof reading, liaise with designer and printer
- Contribute to the ESTRO bimonthly newsletter, collect information, set up and transcribe interviews...

##### **3. Liaison with external stakeholders**

- Liaise with international and national professional organisations: initiate contacts, ensure follow-up and undertake necessary actions (sending reminders, circulate information, ship documents...) to ensure promotion of some of the ESTRO activities in their channels.

#### **4. Preparation of the ESTRO annual congress (before, on site and after):**

- organise shipment for ESTRO booth: liaise with the team and the suppliers
- ensure production of every communication support to be used on site
- manage all the material available in the publication area
- assist the communications manager in the press room: answer media queries, preparation of press kits, liaise with photographer...
- post social media messages on the appropriate networks

#### Public affairs and public relations

Raise the profile of ESTRO and of radiotherapy in the treatment of cancer to various audiences:

- contribute to the development of a website dedicated to patients
- interface with a PR agency
- relay updates on projects in the various channels and to communities
- promotion of the ESTRO membership.

#### Corporate communication

##### **1. CRM (Customer Relationship Management)**

In collaboration with the marketing manager, ensuring the smooth transition of a new CRM system especially for the implementation of databases in the various communication channels.

##### **2. Digital supports**

Liaise with external suppliers and internal teams and contribute to the:

- redesign of the ESTRO website
- development of an ESTRO app.

#### **Your profile**

- Excellent written and verbal English, mother tongue level
- Basic knowledge of French and/or Dutch can be beneficial to interact with local providers
- Bachelor degree in communication, marketing, digital communication..., or equivalent by experience
- Attention for details
- Accurate
- Excellent capacity of managing own time and priorities
- Passion for and experience with digital media and digital technologies
- Good writing skills
- Well organised
- Experience with email marketing services, specifically MailChimp, ideally in CRM
- Computer proficiency (MS Office)
- Proven ability to successfully handle multiple projects in parallel
- Project management methods and certifications are an asset
- Pragmatic and capacity to anticipate or to react quickly/be inventive when confronted with problems

To apply, please send your CV and cover letter in English (with reference **"COMM"** in the subject line) by 20 July 2017 to [recruitment@estro.org](mailto:recruitment@estro.org). Only shortlisted candidates will be contacted. This will happen by 1 August latest.