

Position Description – IFLA Communications and Event Manager

1. JOB TITLE

IFLA Communications and Event Manager.

2. LOCATION

The workplace location will be remote, on a 'working from home' office arrangement.

3. COMMENCEMENT DATE

The commencement date of this 50% Full-time Equivalent (FTE) position will be as soon as possible.

Depending on performance, there is potential to review to a higher FTE after 12 months of employment.

4. JOB DESCRIPTION

The International Federation of Landscape Architects (IFLA) Communications and Event Manager oversees the development and implementation of internal and external communication strategies. The primary duties include, but are not limited to, managing external communication channels, the organisation's website, social media, newsletters, and media relations, as well as producing communications and graphics that adhere to IFLA's brand. Additionally, the Communications and Event Manager is responsible for creating and managing a range of events that will generate income for IFLA and value for the membership and promotion of the profession.

Description of Duties

- Serves as a member of the IFLA Secretariat and reports to the IFLA Executive Committee (IFLA ExCo), particularly to the IFLA President and the chair of the IFLA Communications and External Relations (IFLA CER), on matters related to communication, marketing, events and promotion of IFLA programmes, services and activities.
- Manages organisational communications, including content development and scheduling, to meet deadlines and goals.
- Identifies opportunities and develops communications and marketing campaigns across all communications channels that are consistent, targeted, and impactful, and monitors campaign performance to help with recommendations for future programmes.
- Builds and maintains effective partnerships with internal and external stakeholders to develop, coordinate, direct, and facilitate strategic communications designed to meet organisational goals.
- Delivers graphic design and other media production deliverables integral to the completion of marketing and communication projects.
- Contributes ideas for new programmes, researching and recommending innovative branding techniques.

- Develops and manages an events strategy that supports IFLA's Business Plan, including the work of our committees and working groups.
- Explores opportunities for additional events and procures sponsorship as per event budgets.
- Deliver high-quality and financially successful events that meet the objectives of IFLA.
- Manages the organisation's website and works with outside vendors to ensure IFLA provides timely, relevant information to members.
- Obtains and collates membership feedback through surveying for communications strategy and events.
- Works with the IFLA Secretariat and IFLA Executive Committee to monitor business activity to identify cross-marketing opportunities.
- Researches and understands key business challenges, member and customer behaviours, target audiences, and other factors that impact programmes within the organisation.
- Develops an understanding of short- and long-term organisational goals and planned activities
- Stays informed of industry marketing and communications developments to foster ideas and innovation.
- Performs other duties as assigned by supervisors.

Skills and Experience

The appointee will have the following skills and experience:

- Three to five years' experience in business management, communications and/or event management roles
- Excellent organisational and communication skills
- Excellent design eye and attention to detail
- Ability to multi-task and programme work schedule to meet strict deadlines
- Ability to garner an excellent understanding of the needs and wants of the membership
- Ability to build strong rapport with members, sponsors and stakeholders.
- Computer literacy with appropriate software packages (e.g. Microsoft 365, Adobe Creative Suite)
- Experience with online hosting of events, including technical skills required by mainstream video conferencing software platforms (e.g. Zoom, Google Meet, etc.)
- Experience with graphic design, online content development and video editing
- Understand administrative procedures, contractual arrangements and best practices.

Personal Attributes

The appointee will be a collaborative team player who has:

- A reliable, dependable, honest and inclusive approach
- A positive attitude and personality with an ability to work well with others
- A high level of initiative and strong risk management awareness
- A high level of literacy, numeracy and creativity

- A high level of self-motivation and drive
- A rigorous approach and attention to detail
- Flexibility and adaptability in method and approach
- An ability to problem solve and think on your feet
- Ability to travel to assist with IFLA events if required

Required Qualifications

Bachelor's degree or higher qualification in Business Administration, Business Management, Marketing, Public Relations or Communications is preferred but not required.

Employment arrangements

Start date: as soon as possible.

Salary: EUR 35,000 -40,000 p.a. (pro rata), depending on experience.

Working hours: part-time, 20 hours a week, evaluated quarterly to ensure targets are being met.

Remote working: candidates should be aware of the international nature of the position, indicating a potential need for flexibility in working hours, including the possibility of unsocial hours. Adapting to different time zones and working collaboratively with teams across various regions is essential for success in this role.

Probation period: the selected candidate will undergo a probationary period of 6 months, during which their performance, conduct, and suitability for the role will be assessed. This period allows the employee and the organisation to evaluate the fit between the role and the individual. Regular performance reviews will be conducted during the probationary period.

Application

Please submit your application through the following weblink:

https://vuw.qualtrics.com/jfe/form/SV_eEU9oYco48kbdOK

You'll be asked to submit the following:

- Your CV
- A cover letter addressing the following:
 - Your motivation for applying to IFLA
 - Three reference letters
 - Your fit, regarding the requirements shown above
 - How will you manage this role working remotely

Contact Ms Robertshaw (IFLA Executive Secretary, admin@iflaworld.org) in advance if you would like further information before applying.

Applications will be accepted until 26 April 2024.

The first round of interviews will occur in the week commencing 06 May 2024.



About IFLA

The International Federation of Landscape Architects (IFLA) is the only international non-governmental organisation dedicated to promoting the profession of landscape architecture and advancing the quality and sustainability of built and natural environments worldwide. IFLA is the body that represents 80 member associations across five regions (IFLA Africa, IFLA Americas, IFLA Asia-Pacific, IFLA Europe and IFLA Middle East) and more than 100,000 landscape architects worldwide. Our mission is to promote the landscape architecture profession within a collaborative partnership of the allied built-environment professions, demanding the highest standards of education, training, research and professional practice and providing leadership and stewardship in all matters. Our strategic aim is to provide excellent services to our members and the extended family of landscape architects worldwide. As a global federation, our allies are international bodies like the United Nations, UN-Habitat, UNESCO, ICOMOS, FAO, IUCN, and WHO, as well as allied built environment bodies like UIA, ISOCARP, IFHP, ISUH, and WFEO, among many others, where our expertise is required.

INTERNATIONAL FEDERATION OF LANDSCAPE ARCHITECTS (IFLA)

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