



## Job Description

**Position:** Communication and Marketing Coordinator (80%)

**Reporting to:** Head of Communication and Outreach

About ICoCA: The International Code of Conduct for Private Security Service Providers' Association ("[ICoCA](#)"), founded in September 2013, is a multi-stakeholder initiative created to promote, govern and oversee the implementation of the International Code of Conduct for private security companies. It focuses on the activities of companies performing Security Services – including when operating in complex and otherwise high risk, unstable or fragile environments – where there is a risk of human rights abuses and/or violations of international humanitarian law and/or civilian harm. The objective of the Code is to promote increased respect for human rights and humanitarian law and to raise standards of operational conduct throughout the private security industry.

### Purpose of Role:

The role of the Communication and Marketing Coordinator is to support the Head of Communications and Outreach in developing and executing a communications and marketing strategy, elevating the Association's profile with key stakeholder groups.

The candidate will be highly motivated in supporting the public profile of the organisation and building brand awareness. Working for a relatively young organisation, the ideal candidate is someone who can integrate into a small and dynamic team. They must be able to maintain a positive and creative work environment, have a strong work ethic and abide by [ICoCA values](#).

### Responsibilities

Primary responsibilities of the Communication and Marketing Coordinator include:

- Provide general support for the Head of Communications & Outreach;
- Assist with development and execution of a communications and marketing strategy to engage with internal and external stakeholders in line with ICoCA's strategic plan;
- Produce and optimise content across a range of media, including website, digital newsletter, print publications and social media sites;
- Assist in the organization of various in person and online events;
- Ensure consistency in terms of voice, branding and messaging;
- Develop and manage an editorial content calendar ensuring frequency of posting across ICoCA's website and social media channels;
- Assist in development of a media engagement strategy, establishing and maintaining effective relationships with journalists, handling media enquiries and creating effective news releases to gain positive press coverage;
- Assist in management of paid marketing campaigns;
- Assist with monitoring and evaluation of communication and marketing strategy including paid marketing campaigns;
- Use project planning techniques to deliver projects and actively manage project budgets;
- Participate in the day to day functioning of the ICoCA Secretariat;

## Qualifications and Skills

### The ideal candidate will have:

- Bachelor's degree in communications, marketing, journalism, or related field;
- Minimum 2-5 years of relevant experience in a communications or marketing role;
- Outstanding drafting, writing, content development and editorial skills;
- Proficiency in design and desktop publishing (InDesign/Photoshop/etc.) a plus;
- Proficiency in podcast and video production-editing software (Final Cut pro/Audacity etc.) a plus;
- Proficient in Microsoft Office, content management systems, and social media platforms;
- Excellent verbal, written, and interpersonal skills;
- Knowledge of communication and paid marketing tools including: Facebook, Twitter, LinkedIn, YouTube, Google;
- Ability to work cooperatively with others in an international, dynamic and fast-paced work environment where the work space is often shared;
- Ability to work independently;
- Sense of responsibility and organization;
- English proficiency to C1 level. Fluency in French and Spanish is a strong asset.

**Location:** Principal location of work is at the ICoCA's headquarters in Geneva, Switzerland.

**Compensation:** Compensation will be commensurate with experience, and is competitive with public interest and not-for-profit pay scales.

ICoCA is committed to create an inclusive and diverse work environment that values individual differences in the workforce and ensures that everyone feels welcome and safe.

**Duration:** The position will be offered on a one-year contract which can be renewed dependent on performance and availability of funding.

**Start Date:** Ideally, October 2022

Individuals interested in this opportunity should submit a CV (max. two pages) and a motivation letter to: [secretariat@icoca.ch](mailto:secretariat@icoca.ch)

The deadline for applications is September 19, 2022

For more information on ICoCA, please visit [www.icoca.ch](http://www.icoca.ch).