



FISITA

Promoting excellence in mobility engineering

Role: Marketing and Communications Manager

Contract: Permanent

Reports to: Chief Executive Officer

Hours: 35 hours per week, hybrid working

Holiday: 23 days per annum (commencing)

Job Summary

Develop and deliver a progressive marketing, communications and engagement strategy and downstream objective-based plans which promote the work of FISITA to members and other targeted stakeholders, positioning FISITA positively as a leading membership organisation and its members as the creators of 'the technology of mobility'.

Sustain and grow FISITA's relevance and visibility through high tempo messaging and positioning of FISITA and its members, delivering a tactical mix of traditional communications, social media and web-based content, informational delivery, outreach and PR activities.

Key Responsibilities

Lead the development and delivery of all in-house marketing and communications related activity from vision, activation and successful deployment of activities aligned with the annual business and development plans of FISITA.

Provide marketing and communications leadership to head office colleagues and their activities, ensuring visibility and progressive plans are continually developed for each critical area within the FISITA organisation.

Create, develop and sustain appropriate and progressive working relationships with all FISITA colleagues, external service providers and members, leading the coordination of marketing and communications strategy aligned with the technology of mobility vision and commercial objectives of FISITA.

Collaborate with relevant colleagues in the delivery of the FISITA web platforms and social media activity, developing strong working relationships and delivering against current plans and their objectives, while building continual improvement.

Establish an agile working group of international communications experts from within the FISITA membership community. Create, lead and plan for the continuous development and relevance of the newly forming FISITA Communications Committee.

Develop reports and updates which keep the CEO, staff team colleagues, relevant Committees and Boards apprised of progress at regular intervals.

Provide leadership to the continued effort to promote FISITA on the international stage by representing the organisation and contributing as required and appropriate within the scope of this job description.

Personal Specification

Essential

- Knowledgeable and experienced in the area of technology, preferably automotive/mobility based, or able to demonstrate transferable communications skills
- Experience in developing and delivering high-quality and influential communications project work, including events-based activities, from inception to completion
- Familiar with the membership organisation environment and coordinating a large community network
- Excellent interpersonal and influencing skills including experience in providing direct support to members and senior leaders in delivering organisational objectives
- Proactive, self-motivated and self-policing team player. The ability to accept responsibility for own area of work, identifying critical elements and working in a 'solution mode' to achieve results
- Positive and flexible attitude to work, demonstrating team values and leadership qualities, particularly in added value development and new initiative creation, delivering tangible results
- Exceptional organisational and project management skills, with accuracy and attention to detail
- Proven track record co-working across an organisation, willingness to contribute with a strong team ethic
- Willingness to undertake international travel in order to deliver responsibility of the role

To apply for this position please contact FISITA CEO, Chris Mason, via c.mason@fisita.com explaining why and include your current salary and your CV.