



Job Title:	Head of Marketing & Communications
Reports to:	Chief Executive Officer /Operations Director
Grade:	3
Salary:	Competitive remuneration package plus benefits etc
Location:	Geneva, Switzerland/ Europe with international travel requirements.

1.0 Background

FIDIC is the umbrella body representing the business interest of the global consulting engineering industry. Its membership consists of over 100 Member Association (MA) countries with membership representing over 1.1 million professionally qualified engineering and consultancy professionals with annual turnover in excess of 350 billion.

FIDIC was formed in 1913, governed by elected Board of Directors, operationally led by a focused team based at HQ Office, World Trade Centre (WTC) Building 2, Geneva 1205, Switzerland's under the leadership of a newly appointed Chief Executive Officer and Operational Executive team.

FIDIC operates through five Geographical Regions namely; Europe (EFCA), Africa (GAMA), Asia Pacific (ASPAC), Latin America (FEPAC) and North American (USA & Canada) Groups. Full details of the FIDIC governance structure and activities are available on website www.fidic.org.

With the growing demands for expansion of its business through its federation and commercial activities globally, FIDIC wish to strengthen its corporate and operational capabilities by forming a small and effective Marketing & Communications Group, under the leadership of a newly created Head of Marketing & Communication position.

The Head of Marketing & Communications appointment will be a full time and permanent position to oversee the following three core activities;

- 1) **Corporate** – Board and operational related internal and external marketing and communication support. This includes ownership of corporate communications plans, website development and management, promotion of board and committees' activities, engagement with strategic partners, strategic policy and advocacy programme.
- 2) **Federation Activities** – all federation related activities in terms of marketing and communication support to:
 - 2.1 **Membership** – member Association, Affiliates, standing committees, statutory consultations entities, Government, strategic partnership; and
 - 2.2 **Stakeholders** – multi-lateral funding agencies, and other relevant stakeholders.
- 3) **Commercial Activities** – all FIDIC commercial related business activities under publications, Conferences, Training and Events programme etc.



- 3.1 Publications: Rainbow suites** Standards condition of contracts, best practices, Committees reports, policy statement, all other marketing and commercial related publication across the Region and National Association. This will also include creation of targeted digital marketing and communication channel to all members, consulting firms, and wider stakeholders.
- 3.2 Conference, Training & Events:** FIDIC global Infrastructure Conferences, Suite of Contract Users Conferences, Regional Conferences, Suite of Contracts - Development, Publishing, Training, Contract Users Training, and other third-party relationship.

The post is currently vacant and being filled by an interim Communications Consultants who reports to the Chief Executive. The appointed candidate will be given the opportunity to work closely with the CEO and other senior management team to shape the future FIDIC Policy and Communication strategy.

2 Summary of role

- To establish and develop a Marketing & Communications strategy and framework to support the strategic goals, priorities and project plans of FIDIC
- To lead FIDIC's Marketing & Communications Group and ensure the provision of an all-round communications service to enable FIDIC to communicate effectively with members, the media and all other key stakeholders
- To formulate and direct the Marketing & Communications policy of the organisation, nationally, regionally and internationally and ensure that a planned and consistent message is followed
- To lead strategic development and overall operational management of the FIDIC marketing platform; Publications, corporate Website and all social media platform
- To work with FIDIC Senior Management Team and key industry stakeholders in developing and delivery of business enhancement services to FIDIC members

3 Responsibilities

- To plan, develop and implement FIDIC's marketing & Communications strategy
- To advise FIDIC's Board, CEO and other senior staff on communications strategy to address key issues
- To identify strategic communications and marketing channels to promote FIDIC to all member Associations, key stakeholders and assist in the recruitment and retention of members and potential members
- To formulate a lobbying strategy to enable FIDIC to better target and influence key opinion formers in parliament and government
- Strategic development and overall operational management of the FIDIC marketing platform; Publications, corporate Website and all social media platform
- To ensure a planned and sustained approach to FIDIC's communications regionally, nationally and internationally



- In consultation with relevant FIDIC senior staff, to formulate and develop communications outputs for FIDIC's special interest groups, task forces and other groups
- To develop strong relationships with strategic key journalists in trade, business, national and global press
- Strategic development of FIDIC's stakeholder digital magazines (*to be created soon*)
- Identification of issues to promote FIDIC in relevant media and other channels
- To act as an FIDIC spokesperson when necessary and to represent FIDIC at industry and other events
- To manage FIDIC's Conferences, thoughts leadership, seminar and events programme
- To train FIDIC board members and other key representatives in dealing with the media
- To act as managing editor for all FIDIC written communications publications
- To develop and write speeches for key FIDIC President, CEO, Board members and spokespersons
- To develop strong links with senior marketing and communications professionals with FIDIC member Associations, key relevant consultancy and engineering organisations and other stakeholders;
- To champion the planning, development and execution of FIDIC Commercial marketing related programme
- To work with the FIDIC Board, Regional Groups, Member Associations in delivery of its strategic objectives and priorities.

4.0 Person specification

- A relevant degree or professional qualification
- At least five to seven years' experience of working in a similar role in the construction or related industry
- Strategic thinker, able to work alone on own initiative as well as part of the team, comfortable with working with high-level stakeholders
- Politically astute with experience and knowledge of the governmental and multi-lateral agencies process
- An excellent communicator and networker; confident when dealing with media and other external contacts and skilled at building external relationships
- An enthusiastic advocate of the crucial contribution that consultancy and engineering make to the global, regional and nation's developing social and economic infrastructure
- Excellent writing and editing skills, with ability to deliver work to a high standard of accuracy and to tight deadlines
- Highly proficient with standard Public Relations (PR), communications and marketing techniques
- Excellent interpersonal and communication skills, including strong written English, and the ability to work effectively with a wide range of stakeholders



- A good influencer; tactful, diplomatic, confident and credible with good negotiation skills
- Excellent IT skills, including Microsoft Office suite and social media platforms.

5.0 How to Apply

- Interested candidates should apply to FIDIC Chief executive with two pages' cover letter, setting out how their capabilities matches the three core activities set out above plus CV.
- All applications must be addressed to the FIDIC CEO and mail to FIDIC Office Administrator; Ulrike Schiefer on uschiefer@fidic.org by Closing date: **Friday 16th November 2018**