

Director of Marketing

The Director of Marketing will design, implement and monitor effective marketing strategies that align with and foster PWI's vision and mission. The Director of Marketing reports directly to the VP, Communications and Marketing and will oversee the marketing team.

Responsibilities include:

- Developing and implementing a cohesive marketing plan to increase brand awareness
- Setting current and long-term goals
- Managing the marketing budget
- Build relationships with media and stakeholders through creative PR strategies
- Monitor all marketing campaigns and improve them when necessary
- Prioritize marketing projects and allocate resources accordingly
- Prepare regular reports and presentations on marketing metrics
- Conduct market analysis to identify challenges and opportunities for growth
- Provide guidance and ideas to organize effective marketing events
- Forecast hiring needs for the marketing team
- Track competitors' activities

Skills required:

- Proven track record in a similar or other senior role in the field including Demonstrable experience designing and implementing successful marketing campaigns
- Highly motivated and creative individual with experience and passion for creating
- Fluency in English at native level to be able to edit social media communication and copy write content
- Solid knowledge of SEO and web analytics
- Experience with CRM software and digital marketing tools and techniques
- Strong leadership skills
- Excellent communications skills
- Strong analytical and project management skills
- Strategic mindset

Media Relations Officer

This position reports to the Director of Marketing. The work will likely take place in close cooperation with the VP, Partnerships and Membership VPs.

Responsibilities

- Develop a press strategy to initiate the involvement of PWI with news outlets
- Build relationships with journalists in Brussels and outside reporting directly to the Director of Marketing and VP, Marketing and Communications
- Create a database of news outlets/blogs in the realm relevant to PWI's vision and mission
- Monitor the outreach of press releases or other types of contact with news partners
- Write convincing and engaging press releases.

Skills required

This position does not require an in-depth understanding of the media scene in Brussels. We are more than happy to work with you on building your marketing skills and network - volunteering with PWI is as much about learning as it is about succeeding. We do, however, look for engaged and pro-active individuals willing to learn continuously.

The ideal candidate should

- Speak and write excellent English
- Be a highly motivated and creative individual
- Have strong interpersonal skills with a high sense of diplomacy, cultural awareness and flexibility
- Be available to meet the time commitment.

Time commitment

3-4 hours a week as an average, plus attendance at team meetings as necessary.