**Title**

Marketing Communications Contractor for EMEA

**Department**

Marketing

**Reports to**

Vice President of Marketing

**Location**

Mainz, Germany

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**Job purpose**

This proven communicator will provide marketing support to drive awareness of ISSA, its divisions, and programs and generate sales growth for its membership, products, services and events. This person will be accountable for communication at several levels within and outside the association to ensure all stakeholders are fully integrated into the marketing process and their needs are met to satisfaction.

*Please note: This is a contract position limited to August 2020 through March 15, 2021.*

**Duties and Responsibilities**

- Be a brand ambassador for the organisation
- Develop, market, track & report on several marketing campaigns to members and prospects in conjunction with EMEA team and report to Vice President of Marketing at ISSA Headquarters in the United States
- Prepare and deliver key stakeholder marketing and communication material on educational events, trade shows, member events, or other member benefits
- Coordinate and organize trade shows, in conjunction with the EMEA team and association partners
- Lead the marketing and communication activities for several trade shows – develop and implement marketing strategy, support material, and execute post-event communication
- Improve online presence of ISSA within the EMEA region – includes website maintenance, social media communication and email campaigns
- Write and edit promotional marketing copy, web marketing materials, copy for trade publication on a variety of industry related topics
- Be the marketing expert on cross-functional teams that develop and execute new programs, tools and services
- Ensure core messaging is consistently conveyed across all platforms
- Collaborate with departments, marketing staff, designers, and vendors to create and manage content and design development

**Key Competencies**

- Excellent communication skills in English, both verbal and written (German, Italian, and Spanish are a plus)
- Ability to work autonomously as well as part of a team
- Great self-initiative
- Outstanding project management and multitasking skills
- Experience with writing promotional copy, marketing materials, magazines, brochures, and web content
- Ability to visualize and repurpose content for multiple marketing channels—print, web, PR, social media, etc.
- Experience with Adobe Creative Suite (i.e. Photoshop, InDesign, Illustrator) and Microsoft Office, Google Analytics, email marketing tools, and customer database
- Experienced in analyzing data for reporting and drawing business conclusions, a plus
- Proficient in budgeting, goal setting, marketing planning and project management

**Qualifications**

- Relevant Marketing, Communications or Business degree
• At least 3 - 5 years related industry experience
• Prior association experience beneficial but not necessary
• Prior experience within the cleaning and/or restoration industry beneficial but not essential
• Experienced in a variety of multimedia marketing and communication approaches

**Working conditions**
• This is a contract position that is limited to the period of August 2020 until March 15, 2021
• Regular place of work is the ISSA EMEA office in Mainz, Germany
• Working from home is possible
• This position will require working standard business hours, sitting for extended periods of time, standing, and some minor lifting
• This position will require travel to attend member networking events, trade shows, and other industry events or stakeholder meetings
• Will need to be available for global video meetings

**Direct reports**
No direct reports.

**About ISSA**

With more than 9,300 members—including distributors, manufacturers, manufacturer representatives, building service contractors, in-house service providers, residential cleaners, and associated service members—ISSA is the world’s leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. Headquartered in Northbrook, IL, USA, the association has regional offices in Mainz, Germany; Whitby, Ontario, Canada; Parramatta, Australia; Seoul, South Korea; and Shanghai, China. For more information, visit [www.issa.com](http://www.issa.com).

*ISSA is an equal employment opportunity company.*