

## Media & Digital Communications Officer 100%

Effective Date: 1 February 2024

Founded in 1899, the **International Council of Nurses** is the widest reaching healthcare organization in the world. A federation of nurses' associations based in Geneva, ICN is a not for profit, nongovernmental organization representing over 28 millions of nurses in more than 130 countries. Operated by nurses for nurses, ICN works to ensure quality nursing care for all through sound health policies globally, the advancement of nursing knowledge, the presence worldwide of a respected nursing profession and a competent and satisfied nursing workforce.

We are seeking a highly skilled and dynamic individual to join our team as a **Media & Digital Communications Officer**. In this role, you will be responsible for driving extensive media coverage through traditional and social media, enhancing ICN's influence across all platforms. The successful candidate will also guarantee effective communication through the creation and dissemination of press releases, corporate materials, and website content.

Here is an overview of the exciting and challenging responsibilities that could be yours!

**Build strong connections** – Cultivate and expand robust relationships within the media landscape, actively seeking opportunities to strengthen our ties with influential media outlets and key stakeholders.

**Database management collaboration** – Work closely with our Senior Press Officer to maintain and enhance ICN's press database, ensuring accurate and up-to-date information and forming a crucial foundation for our media relations strategies.

**Facilitate conversations** – Contribute to sharing impactful narratives that resonate with our global audience through the organization of press interviews featuring prominent figures such as the ICN Board, CEO, and dedicated staff.

**Event media support** – Play a key role in supporting media outreach and relations for various events, amplifying the reach of our initiatives and creating meaningful connections with diverse audiences.

**Press coverage reports** – Showcase your analytical skills by preparing comprehensive monthly reports on press coverage, which will serve as valuable insights into our media performance and guide future strategies.

**Social media expansion** – Contribute to the execution of our strategic vision by implementing innovative approaches to enhance our presence across digital platforms.

**Content creation & dissemination** – Take the lead in generating and posting engaging content on our social media channels, crafting narratives that resonate with our audience and showcase ICN's impactful work.

**Story identification for media coverage** – Uncover and highlight topical stories that showcase ICN's impactful work. Your ability to identify and shape narratives will contribute to increased media coverage and further establish ICN as a global leader in nursing advocacy.

**Craft compelling press releases** – Become a storyteller for ICN by gathering pertinent information and transforming it into captivating press releases and corporate materials.

**Web content management** – Take the lead in uploading and managing content on the ICN website, ensuring that our online presence reflects the organization's values and achievements.

**ICN Congress website expertise** – Manage the content of the ICN Congress website to create an informative and visually appealing platform. Your expertise will be critical in presenting key information, schedules and highlights to engage participants and stakeholders.

**Visual storytelling** – Bring our initiatives to life through photography and videography support. Your creative eye and technical skills will capture the essence of ICN's work.

**Editing excellence** – Refine and edit visual content to ensure a polished and professional presentation, enhancing the impact of our materials.

**Analytics** – Monitor social media and website analytics to gather valuable insights. Your analytical skills will guide our digital strategy, helping us understand audience engagement and optimize our online presence.

#### **Technical qualifications**

- Content management system mandatory

- PremierePro & InDesign highly desirable
- Google Analytics or similar desirable

**Experience and Knowledge**

- Master's degree in communications or related field
- Minimum 5 years' experience in communications
- Native English speaker, highly proficient writer
- French and/or Spanish highly desirable

Join ICN and be at the forefront of shaping the narrative of nursing on a global scale. Your expertise will be integral in advancing our mission to represent nursing worldwide and promote the wellbeing of nurses. If you are a proactive and creative individual with a passion for communications, we invite you to apply now to make a meaningful impact on the future of healthcare communication!

**Please submit your CV, cover letter and certificates by 31 January 2024 to [recruitment@icn.ch](mailto:recruitment@icn.ch).**

ICN is an equal opportunity employer. We encourage applications from candidates of all backgrounds and experiences.