



International Council of Nurses

Job Descriptions

1. General

Position title:	Director, Communications & Events
Sector of responsibility:	---
Currently occupied by:	New role
Type of contract:	Permanent contract
FTE %:	100%
Reports to:	Chief Executive Officer
Supervises:	All Communications & Events team
Travel requirement:	Frequent

Summary description of the position

In close collaboration with the CEO and the Management team members, the Director of Communications & Events is strengthening the department and driving the new strategic approach to both the Communications & Events activities.

She/he provides leadership for the Communications Team in order to meet the priorities set, as determined by the ICN Board and Senior Management.

The Director of Communications & Events is responsible for promoting the image of nurses and ICN, as well as managing all the public relations and events within the organisation. She/he builds and sustains the ICN reputation for quality, reliability and member organisations satisfaction. She/he also focuses on generating sponsorship and income through events.

The Director, Communications & Events:

1. Works closely with the CEO and Management Team to enhance the profile, brand, reputation and communications effectiveness of ICN among its member organisations, strategic partners and key stakeholders and to promote the public stature and appreciation of nursing internationally
2. Determines Communications & Event strategy for delivery of corporate culture and image
3. Manages the Communications & Events team and provides them with the resources needed to deliver the global voice of nursing
4. Executes Communications programmes and Events to deliver ICN's objectives, including the organisation of regular Congresses, in enhancing a profile in the regions of WHO, through strategic collaboration, in order to attract sponsorship
5. Significantly increases the reach of ICN communications across multiple channels and for a wide range of audiences, in an innovative and creative way.

Integrity and trust	Demonstrates professionalism and adheres to the Standards of Integrity and Conduct. Provides accurate and impartial advice. Acknowledges mistakes and learns from them.
Drive for results	Can be counted on to achieve results. Sets high standards and pushes self and other to perform.
Customer focus	Establishes and maintains effective internal and external relationships. Is dedicated to listening to understanding and recognising the needs of others. Acts with members and customers in mind.
Priority setting	Supports ICN's shared purpose and vision. Uses logic to determine what is important and ensures their time and the time of others is spent on this.
Problem solving	Explores all sources of information. Sees hidden problems and completes honest analysis. Looks beyond the obvious and doesn't stop at first answers.

2. Position requirements

Qualifications	<ul style="list-style-type: none"> • Extensive experience in health and ideally Nursing • Experience of a membership organisation desirable • Related university studies, minimum master's degree in communications/journalism/or related area plus formal Events management qualifications essential • Relevant financial and management qualifications essential
Specific Competencies	<ul style="list-style-type: none"> • Strong experience equally across Communication & Events • Experience of promoting organisations • Demonstrated experience in running major global events • Strategic communications planning • Experience with journalism and traditional media • Social media and marketing analytics • Media buying experience • Project Management Knowledge and experience
Leadership	<ul style="list-style-type: none"> • Demonstrated extensive senior leadership experience in communication and events. • Experience in leading change and transformation • Demonstrated superior written and oral communication skills as well as creativity • Demonstrated report writing ability • Able to deliver messages accurately and appropriately to various audiences • The ability to apply risk management principles to work in ICN

3. Responsibilities and tasks

Key responsibilities	Tasks
Visionary and strategic leadership	<ul style="list-style-type: none"> • Overall leadership and strategic planning of ICN communications, publications, campaign promotion and events • Leadership of personnel dedicated to the communications and events department in order to attain the organisational goals and outcomes while promoting high functioning individual and team performance • Conducts on-going assessment of the latest trends in Communications and Event planning • Promotes the image of nursing and of ICN's vision, mission, values and policies

	<ul style="list-style-type: none"> • Develops and reviews strategic corporate communications and events objectives, messages and programmes, in close collaboration with CEO and Senior Team
Corporate image and branding	<ul style="list-style-type: none"> • Monitors the quality and consistency of all aspects of ICN's corporate image and branding
Communications	<ul style="list-style-type: none"> • Develops and manages media and public relations planning to promote ICN and nursing and to better profile ICN products and programmes • Oversees the management of strategic planning and production of speeches and journal articles for ICN President, CEO and Board Members and the staff associated with this task • Oversees the strategic planning, development and functionality of the ICN website, social media and any staff associated with this task • Oversees the management of strategic planning and production of videos, photography, graphic design and the staff associated with this task • Oversees the management of strategic planning and production of all materials for International Nurses' Day and other campaigns • Ensures regular reporting from Communications staff
Publications	<ul style="list-style-type: none"> • Oversees the management of strategic planning, production, promotion and sales of all ICN publications and the staff associated with this task • Proofreads and reviews all documents issued by the organisation
Event Management	<ul style="list-style-type: none"> • Manages the strategic planning and implementation of all ICN Events, including the organisation and management of Congresses and Regional Conferences • Ensures regular reporting from Event staff • Reports regularly to the CEO, President and Board on achievements of strategic planning for Events
Sound financial and budgeting practices	<ul style="list-style-type: none"> • Ensures proper budgeting and cost-effective procurement process for ICN communications, publications and events, alongside Financial manager
Other duties	<ul style="list-style-type: none"> • Any other duties reasonably delegated by CEO