



RECRUITMENT: BRAND MANAGER

Job description: Brand Manager (Full-time, permanent)

The **European Society for Medical Oncology (ESMO)** is seeking to recruit a Brand Manager.

An exciting opportunity has arisen within the Marketing Department at the European Society for Medical Oncology (ESMO).

The post is a full-time position, beginning immediately, based in the ESMO Office in Lugano, Switzerland. Regular travel will be required, including travel to meetings and events.

THE ROLE: BRAND MANAGER

In this position, you will lead the development of the ESMO brand plan and supervise the branding and booth activities of ESMO. Alongside the Head of Marketing, you will support the analysis of customer and competitor data in order to inform strategies for the Society and lead the implementation of ad hoc plans.

RESPONSIBILITIES

- Leads her/his team by overseeing all the branding and booth activities
- Leads the creation of the annual ESMO brand plan in collaboration with the Head of Marketing and cross functional team members.
- Implements ad hoc plans for members
- Alongside the Head of Marketing, informs strategic directions based on key data analyses
- Oversees the development and correct use of ESMO branding guidelines and brand architecture.
- Leads the development and implementation of congress dressing at ESMO congresses and meetings.
- Provides support and guidance to direct reports on product issues.
- Leads the development of marketing tools (e.g. brochures, training manuals, slide decks, branding guidelines, congress stand designs,).
- Responsible for the conceptual development of communication projects. Working with agencies/publishers; from the initial creative briefs to the development of graphic material in printed and electronic format. Leads branding development/evolution process.
- Leads printing and distribution of publications supporting the Society's key messages.
- Provides appropriate input into overall marketing budget.
- Key contact within ESMO for branding agencies (eg branding guidelines, promotional items and materials).
- Aligns with Communications department regarding business strategy, positioning, branding guidelines, and core messages.



ESSENTIAL SKILLS

- Project management: ability to handle multiple tasks simultaneously
- Excellent interpersonal skills
- Analytic and decision-making skills
- Ability to tailor information to a specific audience and select appropriate channels

REQUIREMENTS:

- Bachelor Degree: Science and/or Marketing Studies

PERSONAL/CHARACTER REQUIREMENTS:

- Project management: ability to handle multiple tasks simultaneously
- Excellent interpersonal skills
- Analytic and decision-making skills
- Ability to tailor information to a specific audience and select appropriate channels

Start Date – As soon as possible, or mutually convenient.

APPLICATION PROCEDURE:

To apply, please provide by 31st January 2018 via e-mail (preferred) or regular mail and in English only to Andrea Abbatelli, Head of HR, ESMO, Via Ginevra 4, 6900 Lugano, Switzerland, jobs@esmo.org

- An application letter of maximum one page (including notice time from current position)
- A CV of maximum one page plus at least two references
- A recent photo, e-mail address, and telephone number

NB: Applications that do not fulfil the above criteria, will not be considered.