

Communications Director, 100%
Location: Zürich, starting immediately

Founded in 1973 by the CEOs of global insurers, The Geneva Association is an international insurance think tank that produces and distributes high-quality research and analysis on global strategic insurance and risk management issues.

Our research promotes policy-related and public discussions among our members, academics, standard setters, policymakers, governments, international organisations and the public at large. The objective is to educate and develop understanding on the unique role and importance of insurance in economies and for societies through publications, conferences and active discourse with policymakers and others. The Geneva Association takes an active role in discussions with policymakers, central bankers, regulators and supervisors on behalf of the insurance industry.

POSITION

The Geneva Association is looking for a communications Director to define and lead The Geneva Association's communications activities.

ACTIVITIES AND RESPONSIBILITIES

- Develop and implement a comprehensive integrated communications strategy for the Association and each of its research topics Advise on and lead the scheduling, preparation, design, typesetting and printing of publications delivered from the research programmes and other Association materials and their dispatch to the Association's audiences through a variety of channels
- Lead the development of planning to launch publications and products across a range of communications channels in order to enlighten and/or influence clearly defined audiences through highly effective integrated campaigns
- Lead The Geneva Association's online activities including the main and other subsidiary websites, social media channels, webinar systems and blast email tools.
- Lead the creation and maintenance of online analytics and other systems to provide insights on communications impact, identify key stakeholders,
- Draft letters, statements, forewords, articles, talking points and speeches for The Secretary General and Deputy Secretary General
- Prepare discussion session themes and outlines for the annual General Assembly

REQUIREMENTS

- At least 8-10 years' communications experience in a corporate environment, preferably in financial services
- Education to at least Master's degree in communications required
- Professional experience in insurance and financial services and particularly experience in economic and financial communications highly desirable
- Fluency in English required, knowledge of additional languages desired
- Proven experience in designing and executing integrated international communications strategies and programmes required
- Highly results oriented, with attention to quality and detail
- Ability to organize, and manage multiple priorities while working under pressure
- Excellent interpersonal and communication skills in person, by phone and by email, with high professionalism



- Expert use of standard office software such as Word, PowerPoint, Excel, Outlook essential.
Use of Adobe Creative Suite and/or other publishing software desirable
- Strong commitment to the insurance industry's role in the economy and society

Interested candidates should send their CV and an accompanying covering letter to:
applications@genevaassociation.org

To learn more about us, visit our website www.genevaassociation.org.