

**VACANCY NOTICE**  
EMBO\_00009 – May 2011

Job title **Head, Public Relations  
& Communications**

**Location** Heidelberg, Germany  
**Contract duration** 3 years  
**Grading** 7 or 8, depending on experience and qualifications  
**Closing date** 10 July 2011  
**Reference number** EMBO\_00009  
**Start date** As soon as possible after closing date

**Reports to** EMBO Director

**About EMBO** EMBO stands for excellence in the life sciences. The organization enables the best science by supporting talented researchers, stimulating scientific exchange and advancing policies for a world-class European research environment.

**Job description** EMBO is seeking a Head of Public Relations & Communications to lead and manage communications activities and staff for the organization.

The Head of Public Relations & Communications reports to the EMBO Director, is a member of the EMBO management team and is responsible for the development and execution of the EMBO communication strategy. The Head of Public Relations & Communications interacts with both the EMBO Council of 15 members who guide the organization's strategic direction, and the EMBC, the organization's intergovernmental funding body.

The post holder develops a communications plan for EMBO, directly managing communications activities that promote, enhance and protect the organization's brand reputation. S(he) is responsible for the development, integration and implementation of a broad range of communications and public relations activities, relative to the strategic direction and positioning of the organization and its leadership, including the EMBC. Targeted initiatives also support an active communication channel between EMBO and its scientific network of more than 2,000 life scientists that includes the membership of leading researchers in Europe and worldwide, young investigators and postdoctoral fellows.

Responsibilities include management of the communication team and production of the many varied and integrated communications products and services of EMBO. The post holder and the communications team work closely with the sister organization of EMBO, the European Molecular Biology Laboratory (EMBL) to ensure clear and consistent communications.

**Specific responsibilities include Communications Strategy**

- Develop and implement an integrated strategic communications plan to advance the brand identity; broaden awareness of EMBO programmes and priorities; and increase the visibility of its programmes across key audiences.
- Create marketing/public relations strategy that will allow EMBO to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers, to favourably position EMBO.
- Identify challenges and emerging issues faced by the organization. Work with management team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Serve as communications counsellor to EMBO leadership.

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**Specific responsibilities include** (continued from previous page)

#### **Communications Operations**

- Oversee and produce EMBO promotional print communications including annual reporting, the newsletter *EMBOencounters* and marketing collateral materials.
- Oversee all web and online communications: EMBO and EMBC websites, the website for *The EMBO Meeting*, and social media interactions.
- Serve as a spokesperson and lead point person on EMBO media interactions that help promote and/or impact, the organization.
- Exercise judgment to prioritize media opportunities, coordinating with the appropriate participant to organize, and prepare talking points, speeches, presentations and other supporting material as needed.
- Actively engage, cultivate and manage press relationships to ensure coverage surrounding EMBO programmes, special events, public announcements, and other projects.
- Write/edit copy conforming to EMBO identity and messaging for EMBO communications materials, both print and online.
- Manage the day-to-day activities of the communications function including budgeting, planning and staff development.
- Provide marketing counsel to EMBO Scientific Publications, ensuring promotion for each of the four journals conforms to the organizational identity.

#### **Team Development/Management**

- Recruit and manage a team of staff members to support the development and execution of the communications strategy.
- Communications staff members include: Communications Officer (press relations/newsletter editor), Senior Graphics Designer, Graphic Designer, Web Communications Officer, Web & Graphic Design Assistant, Marketing Communications Officer.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis.
- In conjunction with EMBO Director, establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct annual performance appraisals and administer grade and salary adjustments.

**Experience & qualifications** This is a key appointment and the successful candidate will have at least 10–15 years of experience working in science-related public relations and communications; at least five years of staff management is required. The ideal candidate will be currently leading communications for a scientific association or research institute but may also be working within the biomedical and pharmaceutical industries.

Required skills include: superior management and communication capabilities; an excellent command of spoken and written English; a keen aesthetic sense and attention to detail; and extensive understanding and experience of technical aspects of contemporary communications. Although knowledge of the life sciences is not a requirement, an awareness of the topics that are central to the organization's activities would be an advantage.

Applicants should have an undergraduate degree with an advanced qualification such as a Masters in Communication/Marketing or MBA.

**Application instructions** Please apply online through [www.embl.org/jobs](http://www.embl.org/jobs)

**Additional information** EMBO is an inclusive, equal opportunity employer offering attractive conditions and benefits appropriate to an international research organisation.

Please note that appointments on fixed term contracts can be renewed, depending on circumstances at the time of the review.