



INSTITUT INTERNATIONAL DU FROID
INTERNATIONAL INSTITUTE OF REFRIGERATION

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IIFIR.ORG
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Job offer: Digital Communications Officer/Graphic Designer at the International Institute of Refrigeration (IIR)

Place of work: Paris, 17th arrondissement, France

Start date: January 2025

Reporting manager: Head of Communications

Type of contract: 12-month fixed-term contract, renewable into a permanent contract depending on performance and needs.

About the IIR:

The International Institute of Refrigeration (IIR) is an independent, intergovernmental organisation. It is the only organisation that brings together scientific and technical expertise in all areas of refrigeration. Founded in 1908, the Institute benefits from a worldwide network of recognised experts. The IIR's mission is to advance knowledge in refrigeration to improve the quality of life for all, while respecting the environment and meeting economic needs. The IIR has resolutely stepped up its efforts to become a key global player working to establish sustainable refrigeration in all its applications.

Main tasks:

Reporting to the Head of Communications and working closely with the IIR's various departments (Scientific and Technical Information, International Policies and Partnerships and European and International Programmes), the Digital Communications Officer's main missions include:

1. Digital communication strategy deployment

- Implementing a digital communication strategy tailored to the IIR's objectives and values.
- Keeping an active watch on trends in the refrigeration sector and in digital communication.
- Contribute to the development of specific communication plans for our events, publications and initiatives.

2. Animation and management of social networks

- Create, plan and disseminate content on the IIR's various platforms (LinkedIn, X, Facebook, etc.) in line with visibility and engagement objectives.
- Develop and run digital campaigns to increase audience awareness and engagement.
- Moderate and interact with subscribers, providing appropriate responses and enhancing exchanges.

3. Creation of editorial, digital and graphic content

- Writing content in French and English.
- Designing and producing attractive and professional visuals for web publications, social networks and external communication media.

- Graphic design of various texts based on established templates (briefing notes, guides, etc.), creation of brochures or flyers in line with the graphic guidelines (InDesign, Illustrator, Canva), subcontracting to external creative agencies.
- Producing short videos, computer graphics, animations and other interactive media to liven up our content.
- Ensuring graphic consistency and compliance with the IIR's visual identity across all channels (print and digital).

4. Website management and optimisation

- Managing website updates (adding content).
- Optimising content performance to improve visibility and accessibility.
- Analysing traffic data and producing reports to assess the impact of digital communication initiatives.

5. Analysis and reporting

- Monitoring the performance of digital communication initiatives and producing regular reports to measure their impact (KPIs, engagement, reach of publications, etc.).
- Knowledge of SEO and content marketing tools as well as reporting and analysis tools (Google Analytics, Facebook Insights, etc.).
- Proposing adjustments based on analyses and results to improve the effectiveness of actions.
- Ensuring regular reporting to the Head of Communications and taking part in follow-up meetings.

Profile required

- **Education:** 3/5 years' higher education in communications, digital marketing or equivalent.
- **Experience:** 2 to 3 years' experience in digital communications, ideally in an international organisation or in the scientific/technical sector.
- **Skills:**
 - o Excellent writing skills in both French and English.
 - o Proficiency in the main social networks and content management tools.
 - o Proficiency in DTP (Adobe Creative Suite: Photoshop, Illustrator, InDesign) and multimedia content production (Canva) techniques and tools.
 - o Good knowledge of the graphics chain.
 - o Excellent knowledge of Microsoft Office Suite.
 - o Organisational skills and ability to manage several projects simultaneously.
 - o Good teamwork and interpersonal skills.
 - o Creativity, proactivity and organisational skills.

To apply: Send your CV and covering letter before 30 November 2024 to the following address: iif-iir@iifiir.org