



INSTITUT INTERNATIONAL DU FROID
INTERNATIONAL INSTITUTE OF REFRIGERATION

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IIFIR.ORG
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Job title: Project Digital Communication, Membership and Conferences Officer

at the International Institute of Refrigeration (IIR)

ABOUT US

IIR is an intergovernmental organisation involving 59 member countries in various regions of the world, fostering collaboration and enhancing knowledge on all aspects of refrigeration and heat pumping technologies and their applications to contribute to a sustainable future for all.

The organisation is based in Paris. It includes 12 staff members working in the head office and 400 experts worldwide with unique and unparalleled expertise in the refrigeration and heat pumps field.

JOB SUMMARY

The IIR is involved in diverse projects supporting academia (e.g. EU and international funded projects) and countries (e.g. development projects) at both communication, dissemination and technical expertise levels. The candidate will be responsible for the animation and management of the IIR projects' online presence, primarily through social media platforms and digital channels. The person employed in this position will support the IIR department of the EU and international programmes through supporting all management of communication and dissemination activities related to the current projects. In addition, this person will be charged of monitoring IIR memberships and make sure that IIR conferences are up to standard.

JOB DESCRIPTION

social media management:

- content creation & distribution: plan and post engaging content of the IIR funded projects' social media platforms to boost visibility and engagement.
- digital campaigns: create and run campaigns to raise awareness and increase audience interaction.
- community engagement: moderate interactions and respond promptly to foster positive, engaging exchanges.

Content creation (editorial, digital, and graphic):

- written content: write engaging content in both French and English for social media, websites, articles, and other communication channels.
- visual content: design professional and eye-catching visuals for web, social media, and communication materials.

*EU projects may require the necessity to travel in Europe and abroad for projects meetings.

- graphic design: create brochures, flyers, and briefing notes based on templates, ensuring alignment with projects' brand guidelines using tools like InDesign, Illustrator, and Canva.
- multimedia production: produce short videos, animations, and interactive media to boost content engagement.
- brand consistency: ensure all content adheres to projects' visual identity for consistency across digital and print platforms.

Website management & optimisation:

- content updates: regularly refresh the website on WordPress with new content to maintain relevance and engagement.
- content performance: optimize content for improved visibility, user experience, and accessibility.
- data analysis: monitor website traffic and generate reports to evaluate the effectiveness of content and digital strategies.

Analysis and reporting:

- performance monitoring: track the success of digital initiatives, measuring KPIs like engagement, reach, and other key metrics.
- SEO & content marketing: use SEO tools and content marketing strategies to boost visibility and engagement.
- report generation: regularly report on digital initiatives' impact to the head of communications, using tools like Google Analytics, Facebook Insights, etc.
- recommendations: provide actionable recommendations based on performance data to optimize digital communication strategies.

Membership monitoring:

- communication with individual and corporate members under the supervision of the IIR head of policies and partnerships
- monitoring payment of members' subscriptions and reminders

Conference branding:

- Harmonisation of IIR conferences' brandings, application of IIR guidelines, communication with conference organisers, conference proceedings...
- Participation to some conferences and exhibitions will be required

QUALIFICATIONS

Education:

3 to 5 years of higher education in communications, digital marketing, or a related field.

Experience:

2 to 3 years of experience in digital communications, preferably within scientific and/or technical sector.

Skills:

- Excellent written and oral communication skills in both French and English.
- Proficient in major social media platforms and content management tools.
- Skilled in desktop publishing (Adobe Creative Suite: Photoshop, Illustrator, InDesign) and multimedia content creation (Canva).
- Strong knowledge of the graphic design process.
- Proficient in Microsoft Office Suite.
- Experiences in African projects
- Marketing and commercial skills will be an advantage
- Strong organisational skills with the ability to manage multiple projects simultaneously.
- Excellent teamwork and interpersonal abilities.
- Creative, proactive, and highly organized.

MISCELLANEOUS

- Place of work: The IIR head office: Paris, 177 boulevard Malesherbes.
- Contract details: 12-month fixed-term contract
- Working time: 37.5h/week (60% on projects, 20% on membership monitoring and 20% on conference branding management), paid leave, one day per week working remotely.
- Cover letter and CV to be sent in English and French to: iif-iir@iifiir.org and Ina Colombo in copy (i.colombo@iifiir.org).