



INSTITUT INTERNATIONAL DU FROID
INTERNATIONAL INSTITUTE OF REFRIGERATION

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IIFIIR.ORG
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Job title: Communications and Marketing Officer at the International Institute of Refrigeration (IIR)

Location: Paris, France (hybrid work possible)

Starting Date: September 1st, 2025

Contract Type: Full-time, 2 years

Application Deadline: June 15, 2025

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 more 300 experts worldwide with unique and unparalleled expertise in the refrigeration and heat pumps field.

JOB SUMMARY

We are seeking a talented and motivated Communications and Marketing Officer to lead the IIR's communication efforts. In this strategic role, you will shape and deliver our institutional communication, enhance the visibility and impact of our scientific work, and build engagement across our stakeholders, members, and broader international audience.

You will play a key role in positioning the IIR as a leading voice in global climate and refrigeration issues, supporting the organization's growth, influence, and membership development.

JOB DESCRIPTION

- **Institutional Communication:** Develop and implement a comprehensive communication strategy aligned with the IIR's strategic objectives.
- **Content Creation:** Write, edit, and publish impactful content (articles, visuals, reports, videos, etc.) highlighting the IIR's scientific work, achievements, and policy relevance.
- **Digital Presence:** Manage and grow the IIR's social media accounts and website, ensuring consistent and compelling messaging across departments.
- **Newsletter Management:** Oversee the production of the IIR's monthly newsletter, increasing readership and engagement.
- **Strategic Campaigns:** Design campaigns to promote key themes (refrigeration and climate, food security, energy and health) and raise awareness of IIR's work and initiatives.

- **Stakeholder Engagement:** Engage with member countries, partners, donors, and institutional stakeholders to strengthen relationships and enhance visibility.
- **Membership Marketing:** Promote the IIR's new membership packages and ensure that different member profiles are supported and satisfied.
- **Media and Outreach:** Build media relationships, manage press releases, and support the organization's participation in international events.
- **Brand and Visual Identity:** Ensure consistency of visual identity across all materials and channels.

QUALIFICATIONS

- Degree in communications, public affairs, marketing, international relations, or a related field.
- 3–5 years of professional experience in institutional communication, ideally in an international, scientific, or policy-oriented environment.
- Skills in graphic design is a strong asset
- Strong writing and storytelling skills in English (French is a strong asset).
- Familiarity with social media strategies, newsletter tools, basic design (e.g., Canva, Adobe suite), and website content management systems.
- Knowledge or strong interest in sustainability, climate issues, or science communication.
- Ability to translate complex information into clear, accessible, and engaging messages.
- Autonomy, creativity, strategic thinking, and team spirit.
- Experience in stakeholder engagement: Proven ability to interact with diverse stakeholders (government representatives, scientists, donors, industry partners) in an international and/or intergovernmental context.
- Strategic communication skills: Capacity to develop targeted messaging and outreach plans tailored to different audiences (scientific community, policy makers, private sector).
- Marketing experience: Knowledge of membership or service marketing, preferably in a B2B, NGO, or institutional setting; experience in designing and executing marketing campaigns to promote services or packages.
- Relationship-building ability: Skilled in building and maintaining long-term relationships, understanding stakeholder needs, and ensuring satisfaction.
- Data-informed approach: Ability to analyse engagement metrics and adjust communication and marketing strategies accordingly.
- Diplomatic sensitivity: Understanding of intercultural communication and political nuances in a multilateral environment.
- CRM familiarity (preferred): Experience using Customer Relationship Management (CRM) tools or databases to track stakeholder interactions and membership engagement.

HOW TO APPLY

- Send your CV, a short cover letter, and 1–2 samples of your past communication work (e.g., campaign, article, or social media post) to y.allouche@iifiir.org with the subject: "Application – Communications and Marketing Officer".