

Senior Manager, Digital Communications

Organization: FIND is based in Geneva, Switzerland. We are a global non-profit organization driving innovation in the development and delivery of diagnostics to combat major diseases affecting the world's poorest populations. Our vision is a world where diagnosis guides the way to health for all people. With priorities aligned to those of the global public health community, we turn complex diagnostic challenges into simple solutions through unique partnerships with the public, private and non-profit sectors. Our work bridges Research and Development (R&D) to Access—we have deep technical and practical experience in needs assessments, development of fit-for-purpose products, evidence generation for regulators and policy makers through clinical trials and other studies, analysis of market dynamics, introduction of new products, capacity development to strengthen laboratory systems and manufacturing, and advocacy to expand access.

Location: Geneva, FIND headquarters

Reporting to: Director of Communications

Your mission/Position objective:

The Senior Manager, Digital Communications is responsible for all aspects of FIND's online presence and digital engagement. This is focused on the FIND website and social media channels, but also includes electronic newsletters and other online assets. S/he is also responsible for internal digital asset management related to the communications team, such as management of photo and video libraries.

S/he is experienced in digital strategy in a non-profit context, ideally with a sound understanding of global health. S/he will optimize online engagement to establish a clear picture of FIND as an organization – what we do and why we do it – as well as promoting the online tools and resources we create for stakeholders. S/he will be team player with the ability to build relationships across the organization and ensure that all programmes and initiatives are represented appropriately online. S/he will also grow relationships with digital counterparts in partner organizations for mutual benefit.

The position is based in Geneva as part of a small FIND communications and advocacy team, with support from a range of external consultants including a website agency.

Your responsibilities/Job description:

Digital strategy and management:

- Develop and implement comprehensive, cohesive strategies across FIND's digital channels, including the website, social media, electronic newsletter and any other online assets, in line with FIND's mission and overall strategy.
- Devise and implement appropriate metrics and analytics to measure success of implementing these strategies.

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- Prepare an issues management plan relating to FIND online channels that is harmonized with the overall crisis communications plan for the organization.

Implementation of digital communications:

- Lead delivery of day-to-day digital communications activities, including website updates and social media posts.
- Work with FIND teams globally to source and shape content for online resources, including generating copy for the website and social media.
- Manage website agency and other external consultants as related to digital communications.
- Coordinate with programme staff on the development and maintenance of technical resources that are housed online (e.g. test tracker, diagnostic pipeline, marketplace and others).
- Create and distribute electronic newsletter
- Manage internal digital assets, particularly photo and video libraries, to ensure staff in all offices have appropriate access to communications resources
- Work with HR to manage the internal FIND Flash internal communications channels (via SharePoint and Microsoft Teams)

Qualifications:

- >8 years of work experience in similar positions, with a background in digital communications, social media, web journalism or science communications, ideally with a strong public health background.
- Minimum bachelor's degree in communication, media, public health, development, science or other related field.
- Storyteller with understanding of and interest in international development, global health, and poverty-related health issues in low- and middle-income countries.
- Collaborative, personable team player.
- Ability to work under pressure to meet tight deadlines.
- Excellent command of written and spoken English, ideally mother tongue; French desirable; other languages a plus.
- Excellent computer skills, especially content management (WordPress), design (Adobe Spark, Canva), and Microsoft Office, as well as conferencing and collaboration software (Zoom, Microsoft Teams).

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To apply

Please send your application to hr@finddx.org by **27 October 2021**

The application must include:

- a complete *curriculum vitae*
- a motivation letter
- **an acknowledgement letter, answering the following questions:**
 1. Have you ever been criminally convicted or subject to any criminal or administrative penalty by any competent authority? If yes, please specify.
 2. Have you ever been terminated or separated (e.g., contract termination, dismissal, non-renewal) or subject to any disciplinary measure or sanction by your employer for fraud, harassment, sexual harassment, sexual exploitation, or sexual abuse?
 3. Have you ever resigned while under investigation or during disciplinary proceedings?

A confirmation of the following declaration of understanding:

- I confirm the accuracy of the information provided, with the understanding that FIND will conduct reference checks to verify relevant information.
- I understand that if any false or misleading information is provided in my application, or any material fact suppressed, I may not be employed, or if I am employed, I may be dismissed.

Please note that due to high volume of applications, **ONLY** short-listed candidates will be contacted. FIND is dedicated to building an inclusive workforce where diversity is valued. FIND is an equal opportunity employer. Every qualified applicant will be considered for employment. FIND does not discriminate based on race, colour, religion, gender, sexual orientation, gender identity, genetic information, age, national origin, marital status, pregnancy, disability status, political ideology, military status, or any other attribute protected by applicable law.