



EUROPEAN
HEMATOLOGY
ASSOCIATION



The European Hematology Association (EHA) promotes excellence in patient care, research and education in hematology. EHA envisions a world without blood disorders by connecting hematologists worldwide, supporting their career development, harmonizing hematology education and advocating the interests of hematology and hematologists in the European arena.

The activities we undertake serve clinicians and scientists in their efforts to improve hematology care for patients. Each year, we organize a congress in a major European city attended by approximately 10,000 hematologists. In addition, we develop and organize education and training programs, publish scientific journals, advocate for hematology, and offer a career development program. EHA is governed by an Executive Board and its committees supported by the Executive Office located in The Hague. An international team of 25 staff members works in a dynamic, results-driven and open environment and takes pride in serving the association in an efficient manner.

For our Communication and Media department, we are looking for a

DIGITAL MEDIA SPECIALIST (32-40 hours)

As Digital Media Specialist, you will be responsible creating multimedia content for dissemination via our various online channels including, but not limited to, the EHA website and various social media platforms. This position requires a strong background in website content management, social media, email marketing and graphic design.

Your responsibilities

Along with the Communication and Media team, you will develop digital media to meet specific communication and marketing objectives such as drive traffic to the EHA website and increase engagement and awareness of EHA programs and services through social media and email marketing.

You will manage and update our online assets and support the development of new content as needed. You will ensure that EHA's digital communication and marketing materials (e.g. e-newsletters, mailers, social media messages, visuals) are appropriate, accurate, up-to-date, grammatically correct and consistent with EHA's branding and style guide.



Specifically, your tasks will be divided into:

Website maintenance

- maintain and update the EHA website
- employ search engine optimization (SEO) best practice in all related work to promote high search engine rankings
- monitor and report on site analytics and come up with suggestions for improvement

Social media

- manage social media activities fostering follower engagement
- manage social media communications on platforms, including, but not limited to Facebook, Twitter, and LinkedIn
- be always on the lookout for emerging social media platforms and best practice and inform the Communication and Media team of possibilities
- monitor and measure social media growth and effectiveness and report about social media successes and lessons learned

Email marketing

- create content for email campaigns and e-newsletters
- create and deploy email newsletters according to EHA branding and on deadline using Get Response
- analyze and report on post-campaign results
- maintain mailing database

Graphic design

- assist in the production of communication and marketing materials using Adobe Photoshop, Adobe InDesign and/or Adobe Illustrator
- ensure that images are web-friendly to support social media posts and website content

Other

- manage digital media assets including images, videos, and infographics and optimize media files to enhance user experience and brand
- perform other duties as assigned



Your competencies

To fulfil the needs for this position, you must have:

- a bachelor's degree in digital media, communications, journalism, marketing or a related field
- an excellent command of the English language (oral and written)
- at least 3 years proven experience in managing content on websites and social media channels, online measurement platforms and social media management software (e.g. Hootsuite)
- current knowledge of digital media best practice and the eagerness to keep up-to-date with current and changing web trends
- the ability to identify content needs and determine the right channels
- the capacity to analyze data to inform decisions
- a good sense of visual communications and basic knowledge of video production
- proficiency in Content Management Systems (CMS), HTML, CSS, Adobe Creative Suite and Microsoft Office Suite
- a good understanding of online community-building
- web content writing experience and copywriting skills is a plus

Who you are

You are a digital native who knows how to tell a story in 140 characters, understands the value of compelling headlines, using strong visuals and video in social. The internet does not have secrets for you and you know that not all social media channels are created equal. You are always on top of the latest online trends, know where to find best practice and willingly share these with your colleagues. With your excellent communication skills, you collaborate and express yourself clearly and deliver communication that makes an impact. As a communications professional, your resourcefulness and creativity knows no bounds. You have a strong attention to detail and accuracy, plan your work and carry out your tasks with minimal supervision, make constructive suggestions and respond to challenges with a growth mindset. You undertake additional responsibilities but do not lose sight of what is primarily expected of you. You enjoy working in a small organization and are able to handle multiple tasks simultaneously with a smile.

What we offer

- A challenging job in an international environment
- A salary based on knowledge and experience
- 8% holiday allowance
- A collective pension plan
- 30 vacation days
- Good travel reimbursement arrangements
- Possibility to follow training courses

If you are interested in this position, please send your motivation letter and your CV before February 20, 2019 to info@ehaweb.org