



Head of Global Communications and Community Engagement

Job title: Head of Global Communications and Community Engagement

Reports to: Director of Global Public Affairs

Location: Geneva, Switzerland (preferable), London, UK or New York, US

Availability: January 2019

About City Cancer Challenge

City Cancer Challenge was founded by the Union for International Cancer Control (UICC) and our mission is to build a collective movement of cities, supported by global and local partners, to deliver quality, equitable, and sustainable cancer treatment solutions for all. To achieve our mission, we work in partnership with a network of motivated city and regional leaders, ministries of health, civil society organizations, industry, development actors, health professionals, and patient advocates to achieve a direct and concrete impact on cancer mortality rates.

Since its launch at the World Economic forum in January 2017, City Cancer Challenge and its partners have implemented localized action plans in four “Key Learning Cities,” which have the potential to improve cancer care for over 25 million people. Building on the success of the Key Learning Cities, we have now launched the next phase of City Cancer Challenge, which aims to scale up support to a wider network of cities in all regions. The expansion aims to accelerate progression of the initiative from four to twenty cities by 2020.

City Cancer Challenge is entering an exciting new phase, as it becomes a standalone entity starting in Q1 2019. Today, we have a growing team of 16 people spread around the world, with a core team based in Geneva, Switzerland, led by a CEO, who will report to a new Board of Directors.

Summary of the position

The Head of Global Communications and Community Engagement will:

- Direct the development and implementation of related strategies and activities in the areas of marketing, communications, and public relations, for both external and internal audiences, including the coordination of marketing and communication campaigns across cities.
- Provide communications support for city managers across the network of partners.
- Assist with shaping the new brand and visual identity, and oversee its cohesive implementation across cities and regions

The Head of Global Communications and Community Engagement will report to the Director of Global Public Affairs and will serve as a member of the senior management team. They will also work closely with the Chief Executive Officer and other members of the senior management team.

Main responsibilities

- Create, implement, and measure the success of comprehensive marketing, communications, and public relations strategies that support the execution of the City Cancer Challenge mission and enhance the organization’s image and position among its diverse audiences and platforms. This includes supporting all teams in their publications, media relations, city communications, web, and social media activities.

- Ensure consistent use and positioning of the City Cancer Challenge brand, including tone of voice, messaging, and visual identity, both internally and externally. Responsible for editorial direction, design, production, and distribution of all organizational publications.
- Coordinate media interest directly, both globally and through the regional teams at the city level, and ensure regular contact with target media and appropriate responses to media requests.
- Ensure City Cancer Challenge is well represented at key global and regional events to showcase the organization and raise visibility, with an emphasis on communicating the organization's value, successes, and impact.
- Develop short- and long-term plans and budgets for marketing, communications and public relations. Monitor progress, ensure adherence, and evaluate performance.

Skills and competencies

- Advanced university degree in communications, marketing, or public relations preferred, or a comparable education.
- Minimum of 7 years experience in marketing, communications, or public relations with demonstrated success, preferably in the not-for-profit or association sector.
- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications, and public relations activities (including digital media, production of electronic and print materials and publications).
- Demonstrated success writing for different purposes, making presentations, and negotiating with media and suppliers.
- Experience developing and managing budgets and hiring, training, developing, supervising, and appraising personnel.
- Ability to manage multiple projects at the same time and work to tight timelines with others.
- Computer literacy in word processing, database management, and page layout.
- Strong creative, strategic, analytical, organizational, and personal sales skills.
- Strong oral and written communications skills.
- English mother tongue; other languages will be an advantage, especially French and/or Spanish.

Applications

Applicants must be eligible to work in Switzerland or United Kingdom or United States

Send your CV and motivation letter explaining how you think your skills and experience make you a strong candidate for this position and CV to careers@uicc.org.

Deadline for applications: 3 December 2018

Only short-listed candidates will be contacted.