



WORLD FEDERATION OF HEMOPHILIA
FÉDÉRATION MONDIALE DE L'HÉMOPHILIE
FEDERACIÓN MUNDIAL DE HEMOFILIA

Affichage EXTERNE / EXTERNAL Posting

Manager, Branding & Communications – NFP, international, health /
Gestionnaire, Image de marque et communications – OSBL, international, santé

The World Federation of Hemophilia (WFH - <http://www.wfh.org>) is an international not-for-profit organization that provides global leadership to improve and sustain care for people with inherited bleeding disorders, including hemophilia, von Willebrand disease, rare factor deficiencies, and inherited platelet disorders. Established in 1963, the WFH works with member organizations in 140 countries as well as through a network of international volunteers and healthcare providers to achieve our vision of "Treatment For All" around the world.

The WFH is seeking a **knowledgeable, self-driven** and **results-oriented** Branding & Communications Manager with capability to **lead change & compliance as necessary**. The incumbent is responsible for managing the design and development of **branded communications products and tools** across external communications channels including but not limited to, web, print and video.

The **Branding & Communications Manager** serves as go-to person on WFH branding and visual identity, and on cross-platform and cross-product integration to ensure a cohesive, consistent and clear brand image for the WFH. The Manager **takes part in evaluating** key WFH programs and initiatives across the organization, **helping departments-sectors develop & execute plans** to better market and brand all endeavours.

He/she leads the design and development of **communications products and materials** (publications, collaterals, conference materials, etc.) including digital products (website, email campaigns, virtual conferences, video, etc). The Manager **ensures efficient and effective day-to-day operation** of branding and communications activities, with tasks and projects executed successfully to meet objectives.

Type of position: regular; full-time
Reporting to: Director, Marketing & Communications
Location: Montreal Head office (downtown)/ Covid-19 home-based currently
Start date: **IMMEDIATE** (end SEPT 2020 latest)

Principal Duties & Responsibilities –

- Ensure a consistent and cohesive brand image and visual identity across the organization, projects and initiatives.
- Assist in the development of the branding and communications strategy; actualize and execute plans.
- Manage the re-branding project, in close collaboration with the Director of Marketing & Communications, the CEO and other senior members of the organization.
- Lead the design and development of communications products and materials (publications, collaterals, conference materials, etc.) including digital products (website, email campaigns, virtual conferences, video, etc.).
- Identify and manage external vendors and deliverables (designers, printers, videographers, photographers, web developers, production crews, etc.).
- Develop and implement new branding guidelines across organization: across print and digital (Web, publications, collaterals, meetings and events visuals, etc).

Manager, Branding & Communications / Gestionnaire, Image de marque et communications

- Serve as an in-house expert on branding and communications, develop a strong, collaborative working relationship with WFH departments across the organization.
 - Coordinate efforts, in collaboration with international and national member organizations, for shared events and opportunities such as World Hemophilia Day, the biannual WFH World Congress, regional meetings or special symposia that promote the WFH and its activities.
 - Develop as need be supporting materials for national member organizations (NMOs).
 - Plan and organize the development of various WFH branding and communications materials such as print and electronic newsletters and bulletins, annual reports; oversee production processes; lead, manage the design, development and production of high-quality PowerPoint presentations & other communications materials.
 - Write and/or edit as relevant, drafts for articles, website updates, announcements, presentations in collaboration with the Editor-Editorial Services Coordinator.
 - Contribute to the WFH social media program planning.
 - Work closely with the IT team to ensure WFH branding and communications messages are clear and consistent across the web, and to ensure quality control and prompt updates.
 - Identify trends, track progress, and prepare reports as needed for communications and marketing efforts at the WFH.
 - Represent the Department at international conferences and meetings to promote, encourage and engage NMOs and other stakeholders.
 - Lead and coordinate occasional remote projects for the WFH, often in other countries, and frequently in developing nations (post COVID-19).
 - Undertake other tasks relevant to the position as requested by the Director of Marketing & Communications.
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REQUIREMENTS & QUALIFICATIONS -

- University degree in **communications, public relations, or a related field**
- **Minimum 6 to 9 years** of relevant work experience developing branded publications and collateral, conference and event materials, preferably in a healthcare, non-profit, and/or international development context
- Minimum three years (3) of experience in **organizing & implementing communications and branding strategies** and public relations projects
- Key knowledge of **branding and marketing best practices**, techniques, processes; strong research skills
- Superior writing and editing skills; detail-oriented: **excellent** written & oral communication skills in **English** (essential to daily WFH international work);
- **Production** experience, primarily in **digital, print, video**
- **Superior PowerPoint** development skills (presentations with graphics and video); video editing experience
- Excellent knowledge of MS Office
- Knowledge of **Photoshop, Illustrator**, as well as **basic graphic design** skills – key assets

Manager, Branding & Communications / Gestionnaire, Image de marque et communications

Cont'd...

- Comfort with **basic statistics and the application of analytics** to strategic development; strong budget management abilities
- **Excellent time & project management** skills, with demonstrated ability to manage multiple priorities and work effectively toward deadlines; effective under stress
- **Highly motivated**, resourceful: adept at taking initiative and following through; able to solve problems effectively and excel in a fast-paced, changing environment
- **Superior interpersonal skills**, with ability to build and maintain solid relationships in an **international & multi-cultural** environment
- Working knowledge of **French**, plus fluency in **other international language/s (Spanish preferred)** – assets
- Legally entitled to **live & work in Quebec**, Canada; availability and willingness to undertake **international travel** (post covid-19)

Salary will be commensurate with background and experience. Interesting insurance plans & employee benefits.

Please send an **ENGLISH** resume & **COVER LETTER (essential)** IMMEDIATELY to:

E: **recrutement.recruiting@wfh.org**

Fx: +1 514.875.8916

Fédération mondiale de l'hémophilie / The World Federation of Hemophilia -
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<http://www.wfh.org>

Facebook: <https://www.facebook.com/wfhemophilia>

Twitter: <https://twitter.com/wfhemophilia>

LinkedIn: <https://www.linkedin.com/company/world-federation-of-hemophilia>

YouTube: <https://www.youtube.com/user/WFHcommunications>

We thank all candidates for their interest, however only short-listed candidates will be contacted.
Une version française de l'affichage est disponible selon la demande.