

To: ETSI MEMBERS AND COUNSELLORS

Subject: Recruitment of a Director of Communication within the ETSI Services Division

Dear Madam,
Dear Sir,

The Services Division within the ETSI Secretariat provides comprehensive support to the ETSI Membership in the areas of external communication, organization of ETSI branded workshop and summits, participation in conferences, standardization meetings held in ETSI premises and Membership Development.

A vacancy now exists for a communications director within the Services Division (SER) and applications are invited.

The Director of Communications will drive and manage communication activities in ETSI and will ensure that strategic direction and priorities are acted upon in close cooperation with the Secretariat Executive Team.

The Director of Communication assumes a management level position that includes the following key responsibilities:

- Develop and drive the **implementation of the ETSI communication plan** in support of the overall ETSI strategy
- Identify and **launch communication initiatives** in collaboration with ETSI staff and our members
- Develop and manage **media and press relations**
- Oversee and coordinate content development and contribute as **editor and writer**
- Develop and manage **ETSI external communication** channels

The Director of Communication will report to the Chief Services Officer (CSO) and will manage a team of 5 people.

The post will be based at the ETSI Headquarters in Sophia Antipolis, France. Moderate travel will be required.

The working language is English, and an excellent command of spoken and written English is essential.

Applications for this position should be received preferably **by 23rd June 2017**, and should include a Curriculum Vitae of the candidate, in English, together with a short description of the relevant qualifications held and experience gained.

Applications should be submitted by E-mail to candidatures@etsi.org.

Yours faithfully,

Luis Jorge Romero Saro
ETSI Director General

TASK DESCRIPTION: DIRECTOR OF COMMUNICATION

ORGANISATIONAL FIT	
JOB TITLE: Director of Communication	REPORTS TO: CSO
DIVISION/DEPARTMENT: SERVICES /COMMUNICATION (COM)	PERSONNEL/STAFF: yes
<p>ROLE PURPOSE: Drive and manage communications activities and ensure effective implementation and alignment to overall ETSI strategy.</p> <p>In particular, maintain and develop media relations, maintain and evolve ETSI Web as promotion and information platform, lead content generation and editing of communication material.</p>	

KEY RESPONSIBILITIES AND ACTIVITIES	
Key Responsibilities	Key Activities/Decision Areas
1. Develop and implement Communication strategy	<ul style="list-style-type: none"> • Develop the external communications strategy and the annual Communications Plan in support of ETSI Strategy and Business Plan • Develop key messages and statements of direction • Evolve and oversee ETSI Web as major communication platform • Exploit and evolve ETSI's use of Social Media and other electronic communications means including use of videos
2. Develop and maintain media relations	<ul style="list-style-type: none"> • Cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers • Handle press enquiries & media briefings • Seek to maximise media exposure for ETSI • Develop ETSI's news and information service to provide appropriate level of information to Members and beyond • Develop and maintain the ETSI media list and measure the level of distribution and coverage of news
3. Oversee and coordinate content development and make significant contributions as editor and writer	<ul style="list-style-type: none"> • Define overall structure and themes of ETSI Web and coordinate Web Editors/Publisher/Responsible Content Providers • Drive, develop and maintain the content for a consistent portfolio of institutional and technical promotional material such as (but not limited to) brochures, Web site content, topical leaflets, Standards magazine, newsletter, conference papers, presentations, etc. • Develop and present ETSI annual report and work programme • Liaise with ETSI technical officers and other colleagues, member and partner organisations to ensure timely drafting and releasing of press releases & news articles • Create and maintain ETSI Whitepapers in cooperation with ETSI technical officers and representatives of member or partner organisations

4. Manage staff	<ul style="list-style-type: none"> • Provide direction and guidance to staff • Convey relevant information from the management to the staff and vice versa • Set individual objectives and assess staff performance • Ensure staff development and the training needs • Ensure that HR and travel policies are duly respected • Manage absences accordingly to the business needs of the department
5. Other responsibilities	<ul style="list-style-type: none"> • Any other demands imposed by ETSI Management

PEOPLE AND FUNCTIONAL INTERFACES

- Director General (DG)
- CSO
- Director of Events and Branding
- Director of Innovation
- CTO
- Strategy Development Director
- Other CXOs and Directors
- Other operations staff

PROFILE SPECIFICATION**Essential job profile related education, experience and skills**

- Bachelor or Master degree specialized in Communication and/or Marketing – preferably combined with strong technical experience
- 8 -10 years management experience in Communication, Marketing in B2B in a high tech environment with a track record of leading successful communication and marketing activities
- Experience in coordinating a team and in project management
- Preferably management experience in strategy and business development function
- Preferably standardisation experience
- Commercial, promotional outlook
- Proven communication and interpersonal skills in an international environment
Results oriented, dynamic and self-driven
- Excellent English skill is a must – preferably fluent in French. One other European language would be appreciated
- Excellent writing and presentation skills
- Ability to travel internationally, if required