

Job Title: Marketing Officer

Req ID 9086 - Posted 29/04/2020

EUROPEAN SPACE AGENCY

Vacancy in the Directorate of Telecommunications and Integrated Applications.

ESA is an equal opportunity employer, committed to achieving diversity within the workforce and creating an inclusive working environment. Applications from women are encouraged.

Post Marketing Officer

This post is classified A2-A4 on the Coordinated Organisations' salary scale.

Location

ECSAT, Harwell, United Kingdom

Description

Marketing Officer in the Marketing and Services Section, Innovation and Ventures Office, Downstream Business Applications Department, Directorate of Telecommunications and Integrated Applications.

The postholder reports to the Head of the Marketing and Services Section and is supported by a small team of marketing communication experts with access to an international network of delivery partners.

The Marketing Officer is responsible for defining, executing and monitoring all marketing communication activities falling under the responsibility of the Directorate of Telecommunications and Integrated Applications. This mainly includes the ARTES programme, which encompasses satellite telecommunications and the business applications and space solution. The post mostly concerns marketing communication activities directed towards space and non-space industry audiences, and works in close collaboration with the ESA communication department which addresses the General Public.

Duties

- drafting and implementing an annual Marketing Communication Plan in close cooperation with the executive management of the Directorate of Telecommunications and Integrated Applications;
- managing and coordinating the marketing communication online presence of the Directorate of Telecommunications and Integrated Applications;
- acting as marketing social media interface of the Directorate of Telecommunications and Integrated Applications towards the international delivery network of partners in accordance with the ESA social media policy;
- managing the production of marketing videos, graphics, animations (2D, 3D, and interactive virtual reality) of the Directorate of Telecommunications and Integrated Applications;
- managing the production of marketing brochures, leaflets, posters, fact sheets, media kits and promotional items related to programmes of the Directorate of Telecommunications and Integrated Applications;
- empowering external networks (ESA BIC, Ambassadors and Brokers), which operate at a national level across 20+ countries under the authority of the Directorate, so that they can support the implementation of the marketing communication strategy;
- developing marketing communication partnerships with external entities focusing on industry, media and science centers, in close cooperation with the ESA's Partnership and Branding Office and the Newsroom and Media Relations Unit respectively;
- working in close collaboration with the corporate ESA communication department, via the Programme Communication Officer for the Directorate of Telecommunications and Integrated Applications to support ESA's general public communication efforts;
- ensuring a bottom up information flow regarding content relevant for marketing activities of the Directorate of Telecommunications and Integrated Applications;
- monitoring and evaluating the effectiveness of the implemented marketing communication activities and taking continuous action to improve delivery.

Technical competencies

Knowledge of international marketing strategy and planning and campaign management
Understanding of Member States' and relevant stakeholders' communication networks
Experience across all marketing communication channels

Behavioural competencies

Customer Focus
Innovation & Creativity
Results Orientation
Communication
Planning & Organisation
Relationship Management

Education

Applicants should have a Master's degree or equivalent in marketing or marketing communication related disciplines.

Other information

For behavioural competencies expected from ESA staff in general, please refer to the ESA Competency Framework.

The working languages of the Agency are English and French. A good knowledge of one of these is required. Knowledge of another Member State language would be an asset.

The Agency may require applicants to undergo selection tests.

The closing date for applications is 27 May 2020.

If you require support with your application due to a disability, please email contact.human.resources@esa.int.

Please note that applications are only considered from nationals of one of the following States: Austria, Belgium, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland, the United Kingdom and Canada and Slovenia.

According to the ESA Convention the recruitment of staff must take into account an adequate distribution of posts among nationals of the ESA Member States. When short-listing for an interview, priority will first be given to internal candidates and secondly to external candidates from under-represented Member States. (<http://esamultimedia.esa.int/docs/careers/NationalityTargets.pdf>)

In accordance with the European Space Agency's security procedures and as part of the selection process, successful candidates will be required to undergo basic screening before appointment.

Recruitment will normally be at the first grade in the band (A2); however, if the candidate selected has little or no experience, the position may be filled at A1 level.