



Terms of Reference

Communication and Marketing Intern International Road Federation (IRF Geneva)

Context

The International Road Federation (IRF Geneva) is a global, independent, not-for-profit organisation with headquarters in Geneva, Switzerland. Active since 1948, IRF is a membership-based organisation, representing leading corporate and institutional players drawn from the road and mobility sectors worldwide. Its mission is to promote the development of roads and road networks that enable access and sustainable mobility for all. Its approach is centred on key strategic components of knowledge transfer & information sharing, connecting people, businesses and organisations and policy & advocacy.

Since 1964, the IRF publishes the World Road Statistics (WRS) on an annual basis. This is widely acknowledged as the most comprehensive source of key strategic data for the road, traffic and inland transport sector.

Assignment

The individual filling this position will support the IRF Communication and Marketing Team with the following tasks:

Communication part:

- Coordinate the communication of the IRF Events (Mailings, updates on website...)
- Ensure the smooth conduct of our newsletters and mailings
- Draft and post our activities on the IRF social media channels

Marketing part:

- Assist in customer services activities; Sales administration.
- Be in contact with the IRF membership and potential membership
- Review and maintain a database of potential customers identifying main sector and activities;
- Conduct an analysis of potential customers of the WRS worldwide;
- Conceive, develop and implement marketing activities to promote the WRS and increase sales;

Qualifications

- Previous experience in similar position welcome
- Dynamic, multitasking, pro-active person
- Able to work with minimum instructions
- Fluency in English (native speakers preferred)
- Excellent written and verbal communication skills with the ability to tailor message to different audiences
- Good understanding of and alignment with IRF's vision and mission
- Willingness to take over additional tasks as and when they arise
- At ease with different cultures
- At ease with common Office programmes (excel, PPT, outlook, word, etc.).

Duration

Min. 2-3 months, starting asap. This is an unpaid internship position.

Please send your application including CV and cover letter to:

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