



Marketing Communications Manager Workplace Pride

The Marketing Communications Manager (MCM) plays a key role in positioning Workplace Pride globally with all of its key stakeholders. This includes multinational corporations, local businesses, public sector institutions of all sizes, academic institutions, media outlets of all types, press and last, but not least, the global LGBTIQ+ community itself.

This hands-on role requires external interaction with these and other stakeholders to help position Workplace Pride as the global 'go-to' place for LGBTIQ+ workplace solutions. The MCM will be responsible for utilising all types of communication vehicles in this effort (traditional – print – and social media).

As MCM, you will be responsible for managing, maintaining, organising and (where appropriate) updating existing marketing & communications efforts of the Foundation. You report directly to the Executive Director and Chief of Staff and will work with a motivated team of 15 professionals and many volunteers on a regular basis. In our small team, the ability to deal with large assignments requires flexibility and patience, so perseverance and a hands-on mentality are crucial.

The role of MCM is on the 'front-line' with LGBTIQ+ inclusion in society meaning that you will be making tangible progress for the community. Passion for this topic and the desire to change the world for the better is a common denominator among all Workplace Pride Staff, Board, and other stakeholders.

The main activities of the MCM role include:

- **Management of internal and external marketing & communications**
- **Coordination of internal marketing & communications related activities**
- **Creation and coordination of marketing & communications (Social) Media & Press Management**

Details and Benefits:

- The MCM role can be full-time or part-time.
- At least two days per week physically in our Amsterdam based office is required for team interaction.
- The MCM role is on a one-year freelance (ZZP) contract with an automatic extension possibility.
- Compensation depends on the level of experience.
- The MCM will report directly to the Executive Director but will interact frequently with other staff members, particularly the Chief of Staff.
- The position will start as soon as possible and we encourage/welcome applications from all backgrounds.

Job Requirements:

- Member of, or established affinity with and knowledge of the LGBTIQ+ community and a passion to drive positive change.
- A minimum of five years of professional work experience in a medium or large-sized organization in the field of marketing/communications.
- Experience with Diversity and Inclusion policies is a plus.
- Spoken and written fluency in English. Knowledge of Dutch and/or additional language ability is a plus.
- Knowledge of print and social media.
- Excellent communication skills including drafting of articles and press releases in English.
- Personable, flexible proactive team player with extensive knowledge of communication theories translated into hands-on practice.
- Good business sense and feeling for strategic decision-making in different types of organizations.
- High level of personal empathy and creative thinking.
- Professional presentation.
- Workplace Pride will provide access to software and shared file services. As a freelancer, you will be expected to provide your own laptop.

Skills:

- Good listener and communicator, able to translate and incorporate different needs into tangible marketing and communication.
- Business knowledge: Comfortable with businesses and organisational processes and how large employers work.
- IT: Comfortable with ongoing technological changes and tools.
- Flexibility: Able to work in a small team and willing to occasionally pick up tasks/responsibilities outside of normal role when requested.
- Team Player: Ability to engage with other staff members on a regular basis.
- Strategic thinking: Able to see the 'big picture' of LGBTIQ+ workplace inclusion and contribute new ideas to enhance the Foundation's marketing & communications efforts.

Application Process:

- Qualified applicants should write to info@workplacepride.org, including a CV in English, a (maximum) one-page letter of motivation, and two recent employment references (no more than three years old).
- Applications for this position should be submitted by February 10th 2023.

Hiring Process:

Following the first selection, we will invite you to meet with the Executive Director and Chief of Staff. As a personal click is important for our Foundation, you will then be invited for a meet-and-greet with several team members you will be working with closely.

Questions or contact: For questions regarding this vacancy please contact info@workplacepride.org