

Geneva Tourism & Conventions (GT&C) is an officially recognized non-profit foundation. GT&C was created over 125 years ago by members of the tourism and business sectors. GT&C's missions are to promote and sell Geneva as a tourist, leisure and business destination, to welcome, to inform and assist tourists.

To join our organization, we are searching for a:

Spokesperson & Corporate Communication Manager

In this position, you will be working directly with the CEO of the organization, as well as with the directors of departments. Your role will be two-folded. As a spokesperson, you will successfully interact with members of the media to ensure that the organization's reputation is maintained. You will represent the organization at press conferences and public events. As a Manager of Corporate Communication, you will be the brand guardian. Your main role will be to build a network and establish relationships with GT&C partners to make sure that the organization's, as well as the partners', needs are aligned. Moreover, you will manage internal communication.

Main tasks

Spokesperson of the organisation

- Develop and implement the media communication strategy;
- Organise and attend press conferences;
- Produce required materials such as press releases or media kit;
- Handle local and regional media requests;
- Responsible for media monitoring and media clipping;
- Manage crisis communication if necessary;
- Establish and maintain long-lasting relationship with local and regional media;
- Provide strategic advice to the CEO as well as to the directors;
- Represent the organization at public events.

Manager Corporate Communication

- Develop and implement the corporate communication strategy;
- Produce required materials such as newsletters;
- Design and implement partners events in relation to the strategy, such as "La Journée du Tourisme Genevois";
- Supervise editorial contents to ensure the alignment with the brand;
- Be the main contact for all local partners;
- Develop and implement the internal communication strategy;

- Work closely with the Human Resources department to implement the necessary tools for internal communication.

Mandatory requirements:

- Polycom, SAWI or equivalent PR/Media academic degree;
- Minimum 5 years of experience in PR/Media in Switzerland;
- Perfect written and spoken English and French;
- Excellent knowledge of German is a clear plus;
- Excellent writing, grammar and editing skills;
- Established network in Geneva with hotels and/or touristic partners and/or official authorities;
- Available and very flexible about working evenings and week-ends.

Required soft skills:

You are team oriented as well as very comfortable working independently. You have proven ability to build consensus and work effectively within a cross-departmental team. You have excellent communication and interpersonal skills. You are open-minded and aware of politically sensible issues and topics. You can manage multiple projects at a time. You are curious, honest, energetic and proactive. You are a creative individual who thrives on thinking outside the box and coming up with new ideas. Last but not least, you have unbeatable knowledge and you are passionate about Geneva as a destination (politics, culture, tourism).

Entry date: ASAP

You match the above description and love great challenges? Apply by sending your cover letter, CV with picture, certificates and diplomas by email at rh@geneve.com, mentioning "SCCM19" as reference. We advise you to submit your application ASAP as we will close applications as soon as we have a pool of suitable candidates. Only complete applications that meet the above requirements will be processed.