



The International Association for the Protection of Intellectual Property (AIPPI) is looking for a

Marketing and Communications Manager (100%)

Application deadline: **31.1.2022**

About AIPPI

AIPPI, the International Association for the Protection of Intellectual Property, was founded in 1897 and is dedicated to the development, improvement, and legal protection of intellectual property. The acronym of the organization was derived from its name in French: Association Internationale pour la Protection de la Propriété Intellectuelle.

AIPPI is a non-affiliated, non-profit organization headquartered in Switzerland, having about 9,000 members representing over 125 countries. The members of AIPPI include lawyers, attorneys, and agents working across all fields of intellectual property in corporate and private practice throughout the world, as well as academics, judges, government officials, and other persons interested in intellectual property. AIPPI is organized into 68 National and 2 Regional Groups. In countries where no Group exists, membership can be obtained as an Independent Member.

The objective of AIPPI is to improve and promote the protection of intellectual property at both national and international levels. It does this by studying and comparing existing and proposed laws and policies related to intellectual property, and working with both government and non-government organizations for the development, expansion and improvement of international and regional treaties and agreements, and national laws. Where appropriate, AIPPI intervenes with submissions before major courts and legislative bodies to advocate for strengthened IP protection.

The management of AIPPI is entrusted to a volunteer board known as the Bureau. The Bureau is supported by the AIPPI General Secretariat based in Zurich, Switzerland. It provides the services required to support the international operations of AIPPI. In addition to supporting the Bureau, the General Secretariat staff also has responsibility for meeting planning, financial and membership administration, media, sponsorship, publications and IT. The staff includes in particular a Director of Events, an Office and Finance Manager, two RGT Coordinators and a Marketing and Communications Manager.

The Marketing and Communications Manager is responsible for the execution of all marketing and communications strategies for AIPPI. This individual will develop goals based on the strategic plan and will implement and execute comprehensive marketing campaigns. The incumbent will promote overall AIPPI and its strategic positioning, the Resolutions and Positions, to reach a broad audience, even outside the IP world, while further develop AIPPI as the leading IP organization.

About you

Job title:	Marketing and Communications Manager
Location:	Zurich, Switzerland
Workload:	100%
Starting date:	Upon mutual agreement
Reporting to:	Executive Director

Cooperating with:	Bureau, Secretary General Team, General Secretariat, various AIPPI Committees, AIPPI National Regional Groups, individual AIPPI members
Your tasks:	<p>You will be part of the General Secretariat Team, and the duties include among others:</p> <ul style="list-style-type: none"> - Detail out, manage and execute an annual marketing plan including budget and in line with the strategic plan, to span across all communication channels (online and offline) and reach appropriate target audiences, based upon specific performance goals; analyse and course correct based on data and metrics evaluation - Detail out and manage the annual communications plan incl. AIPPI positioning and branding to attract new members and broaden AIPPI's influence within but also outside of the IP world; special focus is to own and drive the digital and social media presence, including the evolving digital market with its new trends and opportunities; evaluate the success of various communication activities and provide and implement recommendations for improvement - Initiate research, develop, and implement new marketing programs and campaigns, (including e.g. email marketing & newsletters, social media marketing, members' program, webinars & workshops, advertisements etc.) - Manage proactive media outreach by identifying AIPPI's brand awareness opportunities; manage and develop media partnerships to create future opportunities - Optimize the user experience on the AIPPI website based on qualitative and quantitative measures - Monitor and evaluate similar organizations' activities, and run members surveys; recommend and act upon findings and opportunities discovered - Oversee the creation of marketing materials including managing graphic design projects, and act as brand liaison to the organization to ensure consistent brand voice, vision, and aesthetic are achieved - Contribute to several AIPPI Committees, e.g. Communications Committee, Young AIPPI Committee, and task forces; collaborate with all departments to identify internal and external needs
Your Profile:	<ul style="list-style-type: none"> - University degree in Marketing, Sales, Communications or business administration, or equivalent - 3+ years of direct work experience in a Marketing Management and Communications capacity, work experience in the NGO sector preferred - Ability to manage, co-ordinate and execute the end-to-end marketing processes while meeting deadlines and budget requirements - Demonstrated proficiency in internet marketing techniques, marketing campaigns and media relations - Hands-on experience in managing and executing email marketing and social media outreach to targeted audience and communities with measured results - Ability to build and maintain beneficial media relationships on an organization's behalf - Ability to take initiative, think creative and innovative, actively present new opportunities, propose solutions and recommend best practices - Excellent understanding of marketing technologies and solutions, including website content management systems and CRM systems - Highly effective and efficient project management, prioritization, multi-tasking while maintaining high work standards, and time management

	<p>skills to meet deadlines</p> <ul style="list-style-type: none"> - Good understanding and familiarity with brand building - Excellent understanding and familiarity with publication management in print and webmedia - Excellent presentation, written and verbal communication skills - Ability to act as a team player, anticipate challenges and effectively resolve conflicts by identifying opportunities - Ability to exhibit a positive attitude and professional demeanour - Excellent language skills in English (native or fully proficient); other language skills (German, French, Spanish, etc.) desirable - Ability to communicate efficiently and diplomatically in an international business/legal environment - Willing and able to travel to AIPPI's Annual Congresses (this would entail an absence of 10-14 days annually), and to various smaller meetings occasionally and probably on 1-2 occasions per year
Salary:	A competitive salary in line with the candidate's qualifications and experience
Application:	<p>AIPPI is an equal opportunity employer. All applicants will be considered for employment without attention to race, colour, religion, sex, sexual orientation, gender identity, national origin, or disability status.</p> <p>Please send your complete application documents (CV, concise cover letter, work certificates, etc.) to hr@aippi.org using the heading and indicating where you found this advertisement.</p> <p>Once a decision is reached the applicant will be notified via email.</p>
Deadline:	The deadline for submission of applications is 31.1.2022.
Contact:	Please contact hr@aippi.org if you have specific questions.