



Full-Time Communication and Membership Manager

Job Description

Who we are

IETM is one of the oldest and largest European cultural networks, young at heart and innovative in its strategies. IETM represents the voice of over 500 members who are performing arts organisations in the contemporary performing arts worldwide. We create, organise and execute a large range of activities each year, for our members and the wider performing arts sector. These include small and large events all over the world, advocacy actions and campaigns, research and publications, training, and community engagement. In addition, we pioneer dialogues and initiate developments on the most pressing topics in our sector and societies at large.

You can read more about IETM [here](#), and more about the governance and organisational structure [here](#).

Accountability

The Communication and Membership Manager is accountable to the Secretary General, who is their Line Manager. They will also work in close collaboration with the Communication and Membership Officer and other IETM team members. Bi-weekly team briefings are held with the Secretariat team, and a job appraisal takes place once per year.

Role

The Communication and Membership Manager's role is to develop and implement the communication and membership strategies of the network and its activities. Below is a list of the tasks this can entail:

Communication

- Setting and implementing strategies for general communication, social media, visual policy, press relations;
- Managing and maintaining the website www.ietm.org (Drupal 9), monitoring issues and contributing to the improvement of the website together with IETM's web developer;
- Disseminating IETM's activities (including worldwide physical and digital events, publications and research, advocacy actions and projects) as widely as possible and monitoring the reach with a view of its continuous enhancement;
- Being the main editor of most of IETM's written content;
- Managing social media: Twitter, Facebook, LinkedIn, Instagram, Flickr, YouTube, Soundcloud; exploring and introducing new platforms;
- Coordinating and implementing IETM's communication strategy for events in collaboration with local organising teams;
- Overseeing the communication of projects IETM is leading or participating in;
- Writing and producing IETM newsletters and mailings;
- Producing audio versions of IETM's publications;
- Supervising the Communication and Membership Officer, as well as interns (occasionally);
- Coordinating the design of the visual identity of IETM's activities, publications and resources, with external designers;
- Assisting the Secretary General and the Board members in representing the network externally.

Membership

- Supervising CRM development and keeping the database up-to-date;
- Supervising the yearly membership renewal process in collaboration with the Administrator;
- Developing and managing the online members' community;
- Promoting our members' news and sharing relevant calls and opportunities with target groups within the membership;
- Welcoming new members through online sessions and taking part in various other membership programmes of the network.

Whom are we looking for?

IETM is committed to diversity, equity, and inclusion, and welcomes applicants from all backgrounds. This position is for you if:

- You want to work for an international cultural organisation.
- You have a master's degree in a relevant subject (communication, marketing, arts management etc), minimum five years of experience of working in communication, an excellent knowledge of English, and advanced knowledge of digital platforms (preferably Drupal) and CRM tools.
- You have a curiosity and interest in the performing arts. Prior experience in working for the performing arts is a strong asset.
- You like to develop strategies to reach and engage with members and broaden organisation's audience through an innovative and inclusive approach. You dare to step outside the box of conventional mediums and have a nose for new outreach methods.
- You have an analytical mind and a keen sense of our potential, how to keep in touch with our members and the artistic world in order to achieve the best possible result and translate complex ideas into strong messages.
- You have strong skills in media relations, promotion and creation and management of media content (via all our platforms : Twitter, Facebook, LinkedIn, Instagram, Flickr, Website www.ietm.org as well as with media partners and industry specific mediums).
- You have a strong sense for artistic and cultural context and you can integrate this into communication and membership engagement strategies.
- You have a progressive outlook towards finding the best solutions. You enjoy what you do and know how to inspire others: both internally and externally.
- You enjoy working at a strategic level, but you also do not mind dealing with small details and practical everyday tasks.
- You relate to the values of openness, flexibility, inclusiveness, fairness and curiosity.
- You are a good listener, with a healthy dose of assertiveness.

What do we offer?

- This is a full time position (38h per week), located in Brussels, Belgium. We offer flexibility between home/remote work and in house work. The IETM team meets regularly at the IETM office.
- The wage is based on the [Flemish salary scales for the performing arts sector](#) (CAO PC 304) Scale A.
- The contract offered is an unlimited contract.

- Luncheon vouchers (7 euros per day worked) and travel vouchers are given for days worked.
- The Manager is expected to work Monday through Friday (core working hours between 09:30 and 17:30). They normally will not be asked to work longer than 38 hours per week. Hours can be flexible to suit the employee – however, they will not normally start before 08:00 and will not continue after 19:30. Weekend work is not required except during IETM meetings (no more than six weekends per year). Overtime will be compensated in time off.

How to apply?

To apply for this position, please send your CV and motivation letter in English to recruitment@ietm.org with the subject line “Communication and Membership Manager”

The deadline to apply is **28 February at 23:59 CET**.

The selection process will consist of two interviews:

- Interview invitations will be sent on 2 March 2022
- The first round is planned on 4 March 2022
- The second round is planned on 7 March 2022

The interviews will take place via Zoom.

For more information, please visit our website www.ietm.org. If you have questions, please contact us at recruitment@ietm.org.