

# Digital Media Associate (Maternity Cover) for the International Seed Federation, Nyon, Switzerland

## THE ORGANISATION

The International Seed Federation ([www.worldseed.org](http://www.worldseed.org)) is based in Nyon, Switzerland. As the voice of the global seed sector, its mission is to facilitate the international movement of seed and promote plant breeding innovation; to mobilise and represent the private seed sector at a global level; to inform its members of developments that may have an impact on the business and to promote the interests and the image of the seed sector.

ISF engages with stakeholders and international organizations in pursuit of its vision of “a world where quality seed is accessible to all, supporting sustainable agriculture and food security”.

## VACANCY

ISF seeks a highly-motivated Digital Media Associate (Maternity Cover) whose role is to support the ISF communications strategy by implementing the online engagement plan and managing the social media presence of ISF, its activities, and key topics. This position will be responsible for the successful execution of digital and social media development activities for ISF on a global level.

Digital assets include the following: websites, social media, Members Area, Channel World Seed and others. The ideal candidate will have a demonstrated interest in digital engagement, content creation, social media planning, execution and reporting along with great writing and communications.

This is a part time role (60%) from 3 January to 30 June 2023 within a small team that can be based remotely and entails some international travel to the World Seed Congress (mandatory) and presence in the office on a need basis. (S)he will report to ISF's Communications Manager.

## KEY TASKS

- **Content creation:** Support the Communications Manager in designing and producing content in the form of text, audio-visuals (infographics, videos, photos, etc) and other communication tools, including recording at the ISF studio
- **Campaign management:** Work with the Communications Manager to plan and execute online campaigns around key international days and 'ISF at 100' celebrations
- **Social media administration:** Monitor and update the ISF social media channels on Twitter, Facebook, Instagram and LinkedIn using our preferred social media management platform, Sprout Social. Respond to comments and queries (process of approval to be set with Communications Manager). Provide quarterly reports on key metrics.
- **Targeting:** Find ways to scale up our communities and connect with new people. Build visibility.
- **Social media advertising:** Develop ad sets and utilize social media metrics in order to track results, provide recommendations
- **Social media plan WSC:** Together with the Communications Manager, draft a social media plan and content calendar for campaigns related to the ISF World Seed Congress 2023
- **Onsite social media support** during the ISF World Seed Congress 2023 in Cape Town, South Africa
- **Websites:** Day-to-day content management using WordPress and coordination with the service provider/developer as needed; upload content on the ISF website and Members Area as needed

## QUALIFICATIONS

- Excellent writing skills (English); additional languages an asset
- Knowledge of the agriculture and food sector an asset
- Highly creative, visual approach, social media savvy
- Knowledge of social media platforms including targeting and advertising
- Knowledge of website content management system (CMS), specifically WordPress
- Knowledge of photo/video editing and graphic design tools (Adobe Photoshop, Illustrator, InDesign, Premiere, Lumen5)
- Experience with social media listening tools (Sprout Social)
- At least 2-3 years' experience in a related area of work
- University degree in communications, marketing, advertising, visual arts, or related fields

## HOW TO APPLY

- **The position will be open until 3 October 2022.** Send a resume, sample of previous work delivered, and a cover letter to Francine Sayoc, Communications Manager, International Seed Federation at [careers@worldseed.org](mailto:careers@worldseed.org)
- Applications will be reviewed on an ongoing basis and the position shall remain open until a suitable candidate has been engaged.
- The selected candidate will undergo an **in-person training and handover** with the current Digital Media Associate which will take place for 2-3 weeks in December 2022 or January 2023.
- **Contract period: 3 January to 30 June 2023**