

JOB OPENING AT IRB BARCELONA

SENIOR ONLINE MARKETING & FUNDRAISING SPECIALIST (ref.AD/21/12)

ABOUT IRB BARCELONA

IRB Barcelona is seeking a Senior Online Marketing & Fundraising Specialist for the Fundraising, Communication and Marketing Unit. This Unit is engaged in a wide range of communications, fundraising and public engagement activities, which aim to raise awareness of IRB Barcelona's activities and funds among a variety of audiences, both scientific and non.

IRB Barcelona is devoted to conducting research of excellence in biomedicine and to transferring results to clinical practice, thus improving people's quality of life, while simultaneously promoting the training of outstanding researchers, technology transfer, and public communication of science. Its 28 research groups and seven core facilities address basic questions in biology and are orientated to find a cure of cancer or other diseases linked to aging.

IRB Barcelona is an international centre that hosts 400 members and 30 nationalities. It is located in the Barcelona Science Park. IRB Barcelona forms part of the Barcelona Institute of Science and Technology (BIST) and the "Xarxa de Centres de Recerca de Catalunya" (CERCA).

DUTIES

- Design and implementation of digital communication & fundraising campaigns
- IRB Barcelona's web management
- IRB Barcelona's online shop management
- Design and implementation of a merchandising strategy
- Ongoing data analysis and reporting
- Delivery of engaging, creative, high-quality content for a variety of digital formats

EXPERIENCE, KNOWLEDGE, SKILLS & SELECTION CRITERIA

Must Have - Required

- **Experience:** 4 years experience in a similar position.
- **Knowledge:** Bachelor's degree in Communications, Marketing, Fundraising or a related field.
- Strong Working knowledge of Drupal, Mailchimp, FB Business, Google Analytics, Google Ads, GTM, Excel.
- Solid understanding of Salesforce and CRM management Tools and digital systems management.



IRB BARCELONA endorses the Requirements and Principles of the *European Charter for Researchers*, the *Code of Conduct for the Recruitment of Researchers*, and Open, Transparent, Merit-based recruitment promoted by the European Commission and follows Equal Opportunities policies.

On 9 December 2014, IRB Barcelona was awarded the "HR Excellence in Research" logo. This recognition reflects the commitment of the Institute to the continuous improvement of its human resources policies in line with the *Charter & Code*. The Institute works to ensure fair and transparent recruitment and appraisal procedures.

- **Skills:**
 - Analytical with excellent understanding of data management
 - Good writing and editing skills
 - Excellent interpersonal and communication skills
 - Creative and bold
- **Languages:**
 - Fluent in English, Spanish, and Catalan

Desirable

- Experience in writing content and marketing messages about scientific research findings and research activities.
- Professional experience in digital marketing strategy or related consultancy
- Knowledge: Photoshop, Canva, InDesign, Illustrator.

WORKING CONDITIONS & ENTITLEMENTS

- **Working conditions:** Employed in compliance with Spanish legislation and regulations under a full-time contract. Employees receive the benefits of the Spanish Social Security system covering sickness, maternity/paternity leave and injuries at work. Salary commensurate with experience and qualifications.
- **International Environment:** The opportunity to join a prestigious international research institution and become a member of our administration team.
- **Continuous training** in a high-quality environment.

HOW TO APPLY & SELECTION PROCESS

Applications for the above opening should include a letter describing your interest in the position and a complete CV (both in English), and should apply on <https://recruitment.irbbarcelona.org/>, reference: AD/21/12

- **Deadline for applications:** 30/06/2021
If no suitable candidate is found, the deadline will be extended.
- **Number of positions available:** 1
- **Selection process:**
 - **Pre-selection:** Will be based on CV, motivation letter & experience.
 - **Interviews:** Short-listed candidates will be interviewed. Interviews will include practical exercises.
 - **Job Offer:** Will be sent to the successful candidate after the interview.

For more information, please visit our website at: www.irbbarcelona.org

Note: The strengths and weaknesses of the applications will be provided upon request.

If you, as an applicant, have any suggestion or wish to make a complaint regarding the selection process, please contact us at the following email address: irbrecruitment.suggestions@irbbarcelona.org. You will receive a response within a month.



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