



Job Title: Global Campaign Manager

Location: Geneva, Switzerland

Reports To: Head of Marketing & Member Engagement

About Us

OUR VISION IS CARDIOVASCULAR HEALTH FOR EVERYONE

We believe every human being should have access to the information, care and treatment they need to keep their heart healthy, regardless of race, nationality, gender, age, education or income.

Our Core Values

CARE

EQUITY

COMMUNITY

INTEGRITY

ASPIRATION

What We're Looking For

We're searching for a Campaign Manager who is passionate about campaigns and storytelling. You should have a confident and optimistic approach, believing in the power of communication to make the world better. If you are approachable, practical, and can tackle challenges with a solution-focused mindset, we'd love to have you join our team.

Role Overview

As Campaign Manager at the World Heart Federation, you'll play a key role in planning, executing, and managing global campaigns that resonate across diverse regions. This is a hands-on role that involves blending digital and traditional strategies to make a global impact.

Key Responsibilities

- **Campaign Development and Execution**
 - With the Head of Marketing and Member Engagement, develop and roll out marketing and communications strategies for key campaigns throughout the year.
 - Tailor campaigns to resonate with diverse audiences, stakeholders and members while staying aligned with WHF's overarching goals.
- **Content Creation and Management**
 - Manage the creation of content for digital platforms and PR media outlets.
 - Collaborate with the communications team and external agencies to ensure the highest quality and resonance.
- **Project Management**

- Take ownership of project timelines, ensuring campaigns are delivered on time and on budget - meeting all objectives.
- Create and manage detailed project plans, addressing challenges and keeping the team on track.
- **Analytics and Reporting**
 - Monitor campaign performance and social conversations, using insights to identify areas for improvement.
 - Provide clear, concise reports on campaign outcomes for internal and external stakeholders.
- **Budget Management**
 - Oversee budgets with a focus on maximizing return on investment while maintaining efficient resource allocation.
 - Provide regular updates and manage financial reports to ensure transparency and accountability.
- **Stakeholder Collaboration**
 - Build strong relationships with internal teams to align campaigns with organizational priorities.
 - Build and maintain productive relationships with external partners, agencies, and stakeholders to amplify campaign reach and impact.
- **Innovation and Best Practices**
 - Stay informed of global marketing and communications trends, bringing fresh ideas to the team.
 - Introduce new strategies to improve campaign effectiveness and keep us aligned with industry best practices.

Qualifications

- Experience: 3-5 years of relevant work experience in the field of communications. Either in-house or within an agency setting.
- Education: Bachelor's degree in Marketing, Communications, Business, or a related field.
- Languages: Fluency in both English and French is required. Proficiency in Spanish or additional languages is a plus.
- Proven experience in managing large-scale global campaigns, with a strong focus on communications and project management, preferably in the non-profit or healthcare sector.
- Solid understanding of digital and traditional marketing platforms.
- Proficiency in relevant marketing and project management tools (e.g., Google Analytics, CRM systems, social media management platforms).
- Excellent communication, organizational, and project management skills.
- Ability to excel in a fast-paced, global environment with a solutions-oriented approach.

Why Join Us?

- Be a part of a global effort to save lives and improve heart health.
- Work with a passionate and dynamic team on campaigns that have purpose and meaning.
- Gain invaluable experience in the non-profit sector.

Application Instructions

If this role speaks to you, please submit your resume, a cover letter detailing your relevant experience, and examples of previous campaigns you have managed.

Deadline for submission of applications is February 25, 2025.

Submit your application to:

Joëlle Höfelmann, email: job@opsys360.ch