

Impact Hub Zagreb is looking for a motivated Marketing and Communication Lead to join its core team!

This is a great opportunity for someone with the ability to shape and lead the overall strategic communication of Impact Hub Zagreb, robust storytelling skills and creative mind, as well as business focus and a wish to develop her/his hands on experience within the impact enterprise sector.



The MC Lead will be responsible for the smooth running of the strategic communication and narrative of Impact Hub Zagreb main business units and projects under the supervision of the Managing Director (MD). MC Lead will report to the MD and also support the Programs Manager. MC Lead will be working in line with the rest of the team adding value to the experience of our members, space users, program beneficiaries and other stakeholders.

If you are:

- a confident self-starter and a thoughtful decision maker
- a team player with a creative mind
- opened to integrating and also providing feedback
- a person with developed sense for good visual design
- arguing your opinions articulately

This is an opportunity for you!

ROLE OVERVIEW

MC lead is accountable for:

1. Strengthening Impact Hub's brand recognition and visibility
2. Effective management of Impact Hub's communication channels

Key Responsibilities and Dimensions of Role

- Setting up IH Zagreb's marketing and communication strategy
- Aligning and improving the existing communication materials, content and channels
- Shaping the local storytelling aligned to the existing IH Global branding and positioning guidelines
- Innovating ways to increase IH Zagreb activities' visibility
- Handling strategic external communication
- Acting as IH Zagreb's spokesperson and contact person for the media
- Leading strategic communication and social media strategy for diverse projects of IH Zagreb
- Curation of community and content for diverse projects of IH Zagreb
- Close collaboration with the sales team in reaching target market through research, analysis and specialized campaigns
- Managing the content generation and implementation of the marketing and communication activities
- Research and assessment of the outreach activities' impact
- Managing IH Zagreb social media channels
- Gather and curate key content for IH Zagreb communication channels (newsletter, website, social media among the most important)
- Managing the internal communication on-site (Members' board, Programs' board, signs and other internal communication outlets)
- 1 weekly 5-hr hosting shift (baseline for all the new team members, to get a first hand acquaintance with the internal operations, community and content of IH Zagreb) - *for a period of time agreed in advance*

The employee may be required to undertake such other tasks and responsibilities as may be directed, from time to time, by the line manager that is consistent with the nature of the job described above.

WHAT YOU BRING TO THE TABLE

Essential

- Excellent English and Croatian skills (both spoken and written).
- Highly proactive. Looking for things to communicate and shape campaigns with.
- Storytelling skills.
- Experience with creating engaging content for different communication channels (social media included).
- Excellent communication skills both in person and online, written and verbal.
- Good listening and analytical skills, attentive to detail.
- A positive attitude towards the public and towards team working.
- An entrepreneurial mindset with a willingness to collaborate as well as work independently.
- The ability to jump in on a variety of projects, multitask successfully and calmly.
- Passion for learning new skills.

Desirable

- A degree or work experience in marketing and/or communications related field; experience in a graphic design software/tool highly desirable.
- Past experience in similar environments or projects where relevant skills have been developed or applied.
- Knowledge of and enthusiasm for the social economy and values driven business.

WHAT WE OFFER

- Unique learning and career development opportunities in an established & innovative business with an open-minded team.
- The opportunity to support one of the pioneer spaces in the region that supports impact entrepreneurs, the first coworking space in Croatia with a unique vibe.
- A lot of space for you to develop personally and professionally.
- Being part of a diverse community of members working for sustainable impact - access to new ideas, approaches and latest developments in fields such as impact entrepreneurship, social design, green economy, economic transformation and impact investing.
- Full access to all the offerings of Impact Hub Zagreb: its space and infrastructure, its community, all events and workshops and access to the international network;
- A very strong team culture where your personal and professional development is the key focus.

ROLE SPECIFICATION

- **Workload:** 20 hours per week (0.5 FTE), with flexible schedule.
- **Contract conditions:** Fixed term 6-month contract with potential extension; 2-month probation period.
- **Salary:** 3,000 HKN net, work contract.
- **Location:** Impact Hub Zagreb office, Boškovićeva 2, Zagreb.
- **Start date:** June 23rd 2019

To apply please send your CV and a Letter of intention in English to hermes.arriaga@impacthub.net

This job description reflects the core activities of the post. As the service and the post-holder develop, there will inevitably be some changes to the duties, and possibly to the emphasis of the post itself. We expect that the post-holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary. The line manager will consult the post-holder if significant changes to the job description become necessary. Any changes will be reflected in a revised job description.

Impact Hub Zagreb

Our purpose is to inspire, connect and enable changemakers. We do that by curation of a space designed for human interaction and learning that hosts a place-based community. We support and promote impact entrepreneurship, through a collaborative community in a shared workspace, supported by community events and a range of business support and programmes from early-stage incubation to scaling, delivered by us or in conjunction with partner organisations. Impact Hub Zagreb is part of the world largest acceleration and collaboration platform for positive change, a global network of over 100 Impact Hubs whose shared mission is to inspire and support social innovators to realize imaginative initiatives for a better world. We collaborate with other Impact Hubs in our network to do this and together offer spaces for social innovators to access space, connections, knowledge, inspiration and investment.

For more information see: <http://zagreb.impacthub.net/> | <http://impacthub.net>