



About IMD

IMD is a top-ranked business school based on the shores of Lake Geneva in Lausanne, Switzerland. We are the experts in developing leaders and transforming organisations through high-impact executive education. IMD's unique environment enables the recruitment of the best people to meet its objectives. To reinforce its communications team, IMD is looking for a

Media Relations Specialist

The Job's mission

Widely and consistently communicate the IMD vision and difference; to increase IMD's brand awareness, exposure and reputation to IMD key stakeholders through editorial, media relations & social media activities. Create, assemble and actively manage a reservoir of IMD Faculty content to communicate the IMD brand and value proposition to targeted customers segments. Help drive IMD marketing & communications strategies and thus attract participants.

Key activities & accountabilities

Media Relations

- Perform media relations activities in Europe; develop personalized relationships with key media generating more content, stories & PR opportunities; identify key journalists per content/topic; organize Faculty interviews, pitch selected content (based on research, events, IMD agenda, etc.) and establish partnerships with targeted leading local publications to place IMD faculty contributions (=reprints).
- Co-manage IMD's PR agencies/consultants in key local markets.
- Support our Client & Market Development team by enhancing local brand awareness and positioning specific program offerings in public relations activities.
- Co-manage IMD's social media channels.

Editorial

- Serve as a co-editor of IMD's content: select story topics for IMD's Tomorrow's Challenges and Professor Reacts articles (IMD Faculty thought leadership contributions), press releases, news stories and newsletter content.

- Write/edit various types of articles through different means (i.e. interviews with Faculty, clients and alumni).

Ideal profile

Education

- Degree in Journalism, Communications or Media/Public Relations.

Experience

- 8 years' work experience in media and public relations (experience as a business journalist or in a communications/PR agency is a plus).

Competencies and skills

- English mother tongue. Fluent in other languages is a must.
- Excellent writing skills and editorial decision-making.
- Quickly establish credibility with senior executives & Faculty.
- Knowledge of and strong interest in new media, especially social media.
- Broad network of editors/journalists.
- Excellent organizational, administrative and planning skills, knowledgeable and at ease using content management systems (web posting) and monitoring databases.
- Strategic, creative and innovative thinker with the ability to find the right communications and marketing opportunities in order to spread our brand and value propositions to key stakeholders.
- Highly business aware; service- and customer-oriented.
- Ability to multi-task, manage several different projects and meet deadlines; self-starter, work independently and effectively with others; excellent team spirit.
- Strong sense of diplomacy and political relations.

How to apply

If you have the above skills and would like to work in our challenging environment, please send your **complete application file** (letter of motivation and resume in English, copies of your work certificates and diplomas) to: hrdepartment@imd.org