

## **Communications Manager (Freelance)**

IGCAT is looking for a Communications Manager to oversee IGCAT's branding, social media strategy, and corporate image. The role includes content creation, event photography, and managing the organization's online presence and supporting IGCAT's Board and events team. The ideal candidate will have a passion for design, storytelling, and cultural promotion, as well as experience in social media management and event photography.

### **Key Responsibilities:**

- Update and maintain the corporate image for IGCAT as well as its Board, staff members, experts and ambassadors.
- Design branded materials, presentations, and publications that align with IGCAT's vision and corporate image.
- Develop and implement a cohesive social media strategy for all IGCAT's programmes including (not exclusive to): IGCAT Platform meetings, World Region of Gastronomy Award, European Region of Gastronomy Award, Top Websites for Foodie Travelers Awards, International Food Film Menu Competition, European Young Chef Award, IberoAmerican Young Chef Award, World Food Gift Challenge, Platform meetings, World Gastronomy Summit.
- Regularly review and optimize content performance across Instagram, Facebook, and LinkedIn. Report on statistics and development of social media profiles.
- Support the writing and design of the IGCAT's Annual Report.
- Oversee the design and layout of IGCAT's book publications (one due in 2025).
- Plan and execute online promotional campaigns for published works.

- Serve as a photographer for IGCAT's international events and activities.
- Travel internationally as needed to capture high-quality images for promotional use, create social media posts and support the events management team.
- Develop and support public profiles of IGCAT Board, staff, and external stakeholders to align communication strategies with organizational goals.
- Identify innovative ways to engage audiences and promote IGCAT's initiatives.
- Update and maintain websites for content to reflect current projects, events, and organizational activities.
- Plan, coordinate, and oversee the creation and distribution of IGCAT's quarterly newsletter. Collaborating with team members to gather content and ensure timely publication.
- Support the events management team and contribute to IGCAT's professional image.
- Take minutes during Advisory Forum meetings and support the President and International Events Manager in writing the Consensus Agenda.
- Analyse results (chase reports) from the 2024 Monitoring of Regions of Gastronomy and turn strong results into social media posts. Plan and develop a future strategy for monitoring regions effectively.
- Conduct all other reasonable tasks as deemed necessary by IGCAT President to ensure the smooth running of IGCAT's activities.

**Qualifications:**

- Degree in Communications, Graphic Design, or Marketing.
- Minimum of 2 years' experience in communications, design, and social media management.
- Proven skills in event photography, scenography and visual storytelling (familiarity with a Sony A74 will be useful)

- Organizational and time-management skills.
- Excellent written and verbal communication skills in English, Spanish and French (additional languages are a plus) with proven strong editing and proof-copying skills.
- Proficiency in wordpress, mailpoet, dropbox, zoom and google workspace an advantage.
- Ability to handle multiple projects and meet deadlines in a fast-paced environment
- Passport and availability to travel several times per year.

As a freelancer it is expected that you will need to be able to invoice with a registered tax number and be responsible for your own tax and social security payments. You will also be expected to have access to your own portable computer and mobile phone for work purposes.

**Starting Annual Budget: €21,600 annually (mean average of 1,800€ per month inclusive of tax)**

**Starting date: 1 February 2025**

Interested persons should send a **cover letter** and **CV** to [info@igcat.org](mailto:info@igcat.org) by **17 January**. Shortlisted candidates will be interviewed 20-21 January 2025.