

EASA Vacancy - Director General

Who we are

The European Advertising Standards Alliance (EASA) is the single authoritative voice on advertising self-regulation. Its mission is to promote high ethical standards in marketing communications through effective self-regulation, for the benefit of consumers and business in Europe and beyond.

Purpose

EASA is looking for a highly motivated and experienced Director General who will be responsible for the successful leadership and management of EASA according to the strategic direction set by the Board of Directors and the Executive Committee. The Director General will be supported by a Director of Operations, an Office Manager and a small team.

Responsibilities

Leadership on strategy and policy issues

- Supporting the Board of Directors in developing a vision and strategic plan.
- Identifying, assessing, and informing the Board of Directors of internal and external issues that affect the organization.
- Fostering effective communication and work procedures between EASA's different Committees and between EASA's Executive Committee and staff.
- In addition to EASA's Chairman, acting as a spokesperson for the organisation.
- Representing EASA externally to stakeholders to enhance EASA's profile.
- Establishing good working relationships with external stakeholders.

Membership relations

- Communicating with members and understanding and responding to their needs.
- Ensuring a high level of quality for members both in terms of services and products.
- Identifying potential new EASA members and encouraging their application.

Management of the secretariat

- Overseeing the development of an operational plan to deliver EASA's strategic objectives.
- Overseeing the efficient and effective day-to-day operation of the secretariat.
- Providing support to the Board and Executive Committee by preparing meeting agendas and supporting materials.
- Determining staffing requirements in line with EASA's strategic objectives.
- Recruiting, interviewing and selecting staff.
- Establishing a positive, healthy and safe work environment in accordance with all appropriate legislation and regulations.
- Ensuring that the staff receive appropriate training.
- Implementing a performance management process for all staff which includes monitoring the performance of staff on an on-going basis and conducting an annual performance review.
- Coaching and mentoring staff as appropriate to improve performance.

Developing EASA's products and services

- Identifying new funding opportunities and products and services which can be developed by EASA within the scope of its articles and strategic plan.
- Overseeing the planning, implementation and evaluation of the products and services.

Financial planning and management

- Working with the Office Manager and the Treasurer to prepare a comprehensive budget for the Executive Committee, the Board and the General Assembly and reporting regularly on EASA's revenues and expenditure.
- Ensuring adequate funding for EASA.
- Identifying and evaluating risks to EASA and implementing measures to control risks.
- Approving expenditures within the authority delegated by the Board and monitoring the monthly cash flow.
- Ensuring that sound bookkeeping and accounting procedures are followed.
- Ensuring that EASA complies with all Belgian legislation.

Key requirements

- 5 or more years of progressive management experience, ideally in an association (AISBL).
- Proven leadership skills and experience in managing teams.
- Knowledge of human resource management, financial management as well as project management.
- Solid knowledge of relevant Belgian legislation.
- Strong in building relationships, both internally and externally to achieve EASA's goals.
- Good in communicating effectively (both internally and externally).
- Problem solving skills and good in making clear and timely decisions.
- Hard-working, reliable and well-organised.
- Fluent English (native or equivalent) required and fluent French desirable.
- Interested in advertising and advertising self-regulation.

What we offer

A challenging position in a well-established organisation (established in 1992) which brings together members from almost 40 countries worldwide (www.easa-alliance.org) with big potential to develop and grow. Working with a small, international team, warmly welcoming fresh and creative ideas. Comprehensive benefits package.

How to apply

If you are interested, please send your CV and motivation letter explaining what makes you the ideal candidate for this position to EASA's Chairman: stephane.martin@arpp.org by **13 JUNE 2016**.

Interviews will take place Mid-June and we seek to fill the position as soon as possible.

Please note that EASA is established under Belgian law and that employment is within Belgian tax and social security system.