



WORLD FEDERATION OF | FÉDÉRATION MONDIALE DE | FEDERACIÓN MUNDIAL DE
CHIROPRACTIC | CHIROPRACTIQUE | QUIROPRÁCTICA

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Freelance Marketing and Communications Officer for the World Federation of Chiropractic (WFC)

Role Description

We are currently looking to recruit a freelance Marketing and Communications Officer for the World Federation of Chiropractic (WFC). Working remotely, the successful candidate will be responsible for developing and executing marketing and communication strategies to promote the work of the WFC and the organization's initiatives globally. This role involves a mix of strategic planning, content creation, digital marketing, public relations, and stakeholder engagement. We are looking to recruit based on an estimated 16 hours per week.

Key Responsibilities

1. Strategic Planning:

- Develop and implement comprehensive marketing and communication plans aligned with WFC's goals.
- Conduct market research to identify trends, opportunities, and target audiences.
- Evaluate and adjust strategies based on performance metrics and feedback.

2. Content Creation:

- Create compelling content for various platforms including websites, social media, newsletters, press releases, and promotional materials.
- Ensure consistency in messaging and branding across all communication channels.

3. Digital Marketing:

A non-governmental organisation in official relations with the World Health Organization
Organisation non gouvernementale en relations officielles avec l'Organisation mondiale de la Santé
Organización no gubernamental en relaciones oficiales con la Organización Mundial de la Salud

- Manage and grow the organization’s online presence through social media, SEO, and email marketing campaigns.
- Analyse digital metrics and adjust strategies to optimize engagement and reach.

4. *Public Relations:*

- Develop and maintain relationships with media contacts and stakeholders.
- Craft and distribute press releases and media kits.
- Coordinate and manage media inquiries and interview requests.

5. *Event Promotion:*

- Oversee marketing strategies for conferences, webinars, and public awareness campaigns.
- Manage event communications and promotional activities.

6. *Stakeholder Engagement:*

- Communicate effectively with members, partners, and sponsors to foster relationships and collaboration.
- Provide regular updates and reports to stakeholders on marketing activities and outcomes.

Skills and Qualifications

- *Education:* Bachelor’s degree in Marketing, Communications, Public Relations, or a related field.
- *Experience:* Proven experience in a marketing or communications role, preferably within a healthcare or non-profit organization.
- *Skills:*
 - Strong writing and editing skills with a keen eye for detail.
 - Proficiency in digital marketing tools and platforms (e.g., social media management tools, email marketing software, SEO).

- Excellent interpersonal and communication skills.
- Ability to work independently and manage multiple projects simultaneously.
- Creative thinking and problem-solving abilities.
- Knowledge of the chiropractic profession and healthcare industry is a plus.

Goals and Objectives

- *Awareness*: Increase global awareness of chiropractic care and the WFC's initiatives.
- *Engagement*: Boost engagement and participation from members and stakeholders.
- *Branding*: Strengthen the WFC's brand presence and consistency across all platforms.
- *Advocacy*: Promote the benefits of chiropractic care and support the WFC's advocacy efforts.
- *Growth*: Support membership growth and retention through targeted marketing efforts.

Key Performance Indicators (KPIs)

- *Website Traffic*: Increase in visitors and engagement on the WFC website.
- *Social Media Metrics*: Growth in followers, likes, shares, and overall engagement.
- *Email Campaign Performance*: Open rates, click-through rates, and subscriber growth.
- *Media Coverage*: Number and quality of media mentions and press coverage.
- *Event Attendance*: Participation and feedback from events and webinars.

Conclusion

The freelance Marketing and Communications Officer for the World Federation of Chiropractic plays a vital role in promoting the organization's mission and activities. This position requires a blend of creativity, strategic thinking, and effective communication to drive awareness and engagement within the chiropractic community and the broader public.

Expressions of interest

Expressions of interest, comprising a curriculum vitae and covering letter, should be sent to the WFC Secretary-General, Professor Richard Brown, at rbrown@wfc.org.