

Communications Manager – Maternity leave cover (6 months plus)



INREV – the European Association for Investors in Non-Listed Real Estate Vehicles – is looking for a Communication Manager who can create clear, consistent and engaging copy that stands out in a crowd. If you are a natural storyteller with excellent writing skills and are a positive and creative hands-on individual we would love to meet you.

About INREV

INREV is Europe's leading platform for sharing knowledge on the non-listed real estate industry. Our goal is to improve transparency, professionalism and best practice across the industry, making the non-listed real estate investment industry more accessible and attractive to investors. We are a highly active association and work for and with our members.

The INREV team is currently made up of 32 employees, with 29 in the Amsterdam office and 3 in the Brussels office. There is a strong sense of team motivation, collaboration and excitement. New team members will be expected to share in this, contributing ideas on setting high service standards, expanding knowledge and awareness of INREV, and increasing the association's competitiveness.

During a strategy day, the INREV team set out to describe below what it means to work at INREV:

- Entrepreneurial - We are creative, innovative and resourceful and think beyond borders to get the job done
- Leaders - We strive to achieve the best, get things done and make a lasting difference for our community
- Family - We work together as a team and with our members in a professional and caring manner
- Inclusive - We take pride in being an oasis of diversity
- Passionate - We are proud of who we are, what we do and how we do it

The role

The Communications Manager will create stories to promote our brand, products and services and be responsible for the writing, editing, production and publishing of communications content such as website, newsletters, promotional emails, social media, articles and bylines. It will be your role to successfully communicate the benefits of membership and monitor and align messaging around industry trends and changing needs.

You will contribute and roll out communication plans and manage the campaign calendar to ensure that communications go out at the right time, via the right communication channels, with the right messaging and to the right audience.

This role requires excellent written, communication, organisational and inter-personal skills, as you will be coordinating and working with a wide range of stakeholders from different backgrounds. Having a digital mindset and knowledge of writing for web is preferred and experience of working in the real estate investment industry is a huge plus.

Responsibilities include:

- Develop stories to promote INREV's product line and the benefits that membership offers, for articles, video scripts, by-lines, newsletters, promotional emails and social.
- Contribute and execute communication plans and ensure that all activities are planned in the campaign calendar.
- Manage the production of the IQ, INREV's quarterly members magazine
- Ensure that the INREV writing guidelines are fully up-to-date, adhered to and easy to implement



Team

The Communications Manager is part of INREV's marketing communications team but works with every department to ensure consistent messaging and strong brand consistency. You will report directly to the Director of Marketing and Communications and work very closely with the Marketing Manager and Junior Brand and Design Associate to ensure all activity fits within the overall marketing strategy.

Skills

- A minimum of 3-5 years' experience in a communications role, preferably in the financial services, real estate investment industry.
- Excellent communication and interpersonal skills
- A Bachelor's degree in Communication, Marketing or PR related subject
- Working knowledge of SEO and content management
- Experience of managing corporate social media account and writing posts, specifically LinkedIn and Twitter.
- Native English speaker or native equivalent English, written and spoken. Additional European languages a plus.
- Experience with content management systems, familiarity with Drupal
- Experience with marketing automation systems, familiarity with Hubspot

We offer

- Become part of a leading European association that is representing, promoting and shaping a fast-paced and growing industry
- A young, energetic, multicultural and growing team
- Full time (40 hours a week) for an initial period of six months
- Leave of 25 days per year plus Dutch public holidays
- Based in Amsterdam. Overnight travel may be required if travelling to INREV events.
- To start in April/May

Contact Details

Send cover letter and CV indicating your motivation, suitability, skills and experience relevant to this role to Johlyn da Prato, Director of Marketing and Communications at comms@inrev.org.