



EMVCo Director of Communications – Job Description

FY2019

Position Title:	EMVCo Director of Communications
Reports To:	EMVCo Board of Managers
Compensation:	Commensurate on experience
Location:	Remote
Term:	Full-time
Dedication:	Expected 40 hours/week
Travel:	Yes, approx. 25% dependent on client deadlines and requirements
To Apply:	Qualified candidates should send a resume and a <i>customised introductory letter</i> to secretariat@emvco.com . Applications should be received no later than 20 June 2019.

POSITION:

EMVCo is recruiting for the organisation's first ever Director of Communications. This is an excellent opportunity for a dynamic, experienced senior communications professional to step into a strategic role with a globally influential fintech organisation which is shaping the future of payments. EMVCo has reached a critical point in its evolution; with a scope that has expanded beyond a traditional remit of chip payments, the organisation needs a new communications strategy to optimise engagement with existing stakeholders and educate new audiences about the vital role it plays in payments interoperability and security (target audiences include key financial institutions, leading global players in fintech solution provision, merchants, domestic payments networks and regulators across the world).

The successful candidate will be responsible for conceptualising and developing a new communications strategy and programme and will be supported by an operations secretariat and PR agency in its execution. The Director of Communications will report directly into EMVCo's Management team, comprising senior executives from the leading global payment systems – American Express, Discover, JCB, Mastercard, UnionPay and Visa. The candidate will be able to use proven strategic communications expertise to advise the Executive Management team on how best to raise targeted awareness of EMVCo and its value proposition, including messaging and positioning, to different audiences. The candidate will also be able to define measurable key performance indicators which can demonstrate the



effectiveness of the communications strategy and inform its progression, in line with organisational objectives.

This is a full time, virtual position; the successful candidate will work from home, as part of a remote, international team. Candidates are required to be fluent in written and spoken English (first language preferable) and experienced in working with member-driven industry associations / familiar with the associated sensitivities of reporting into multiple decision-maker stakeholders. Payments industry experience is preferred. The position requires the successful candidate to travel globally to attend meetings and events (location near to an international travel hub is therefore recommended) and there is also a consideration for working with colleagues across international time zones.

RESPONSIBILITIES:

The position includes, but is not limited to, the following responsibilities:

- Develop and oversee the implementation of an annual marketing and communications plan including conceptualizing, defining, promoting and propagating EMVCo branding, messaging and positing.
- Manage partnership with external PR firm, to execute on strategy.
- Own and create all market communication related to new or enhanced specifications and educational initiatives that are of strategic interest to the organisation, as defined by the Executive Committee and Board of Managers.
- Oversee all communications related projects, guides, website updates, newsletters, whitepapers, videos, social media content, press releases, etc. to ensure alignment with the agreed upon strategy.
- Lead other strategy development as assigned by the Executive Committee and the Board of Managers.
- Work with key organisational stakeholders—Director of Operations, Director of Technology, Executive Committee, Board of Managers, EMVCo Associates Programme Task Force, PR Agency, and Secretariat—to manage and implement a coordinated communication campaign.

REQUIREMENTS:

The ideal candidate for the EMVCo Director of Communications role should have the following qualifications:

- *Minimum* of ten years' experience developing communications and associated materials
- Excellent verbal and written communication skills with the ability to explain complex and technical information clearly
- Ability to synthesise technical information and promote it from a business perspective
- Familiarity with the payments industry
- Fluent in written and spoken English (first language preferable)
- Degree in Marketing, Communications, or related



PREFERRED:

- Experience working in the payments industry
- Experience working in an international business context with diverse cultures from around the globe
- Experience working in a member-driven organisation, where member working groups are the primary stakeholder for deliverables
- Knowledge of EMV and/or related payments industry initiatives or Specifications

HOW TO APPLY

Interested parties should email secretariat@emvco.com with the job title in the subject line. *Please customize your cover letter to explain how your professional experience is the right fit for this role: we give primary consideration to those applicants who customize their cover letter and resume to demonstrate how their professional history is a fit for our unique industry. Please also include salary expectations, any additional information you would like us to know, and any questions that you have.*