

Frankfurt, March 2017

Call for Members – EHEDG Sub-Committee Communication –

Dear EHEDG Members,

On behalf of the EHEDG President and the Executive Committee, please be informed that we are currently searching for additional expertise in our **Sub-Committee Communication** which is responsible for defining our internal and external communication strategy.

The scope of activities of SubCom Communication covers the following:

- Enhance our membership relations and determine a strategy to increase the recognition of EHEDG
- Determine and implement an added value proposition for our various stakeholder groups with a special focus on the food industries.
- Develop and maintain communication channels suitable for interlinking different users from the EHEDG membership
- Increase the external visibility of EHEDG by selecting and implementing the most appropriate communication and marketing channels for the organization. Follow-up a proactive communication with our key stakeholders
- Define and implement internal communication tools
- Govern the international EHEDG key events like the EHEDG World Congress, the Plenary Meeting etc. together with Sub-Committee Regional Development
- Prioritize and evaluate participation in external events like exhibitions and conferences.

If you are an EHEDG member experienced in communications and marketing, or if you can recommend a colleague which such skills, the SubCom would be glad to welcome either of you as a volunteer to reinforce our team. We are looking for a person with the following profile:

- Preferably with a food industry background (but not a must)
- Project management experience as we organise and handle tasks in a project-oriented way
- Excellent communication skills based on a background in sales, marketing and/or media would be welcome and bring added value and competence to the group.

We offer you an interesting task in an active and dynamic team and your contribution will have direct influence on the EHEDG communication strategy. We meet 3 to 4 times a year at a central location in Europe (usually Amsterdam or Frankfurt). Travel expenses can be reimbursed if not covered by your company.

Should you have any questions, please do not hesitate to contact the SubCom Chairman Karl-Heinz Bahr, karlheinz.bahr@free.fr, phone +33 6 30 23 58 31.

We look forward to receiving your application and motivation letter by e-mail to Ms. Susanne Flenner, secretariat@ehedg.org.