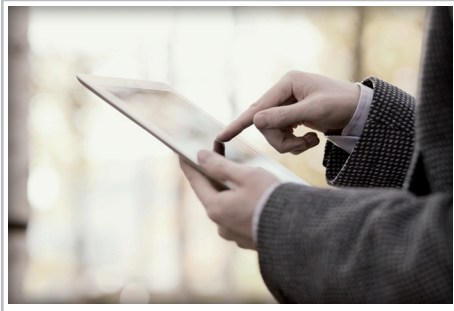




# THE CONNECTED LIGHTING ALLIANCE

SHAPING THE FUTURE OF LIGHTING



## MARCOM PROJECT SPECIALIST FOR THE CONNECTED LIGHTING ALLIANCE

### ORGANIZATION DESCRIPTION:

The Connected Lighting Alliance was founded by GE Lighting, Lutron, OS-RAM, Panasonic, Philips, and TOSHIBA in August 2012 as the primary advocate of wireless connectivity in lighting applications. As a non-profit organization constituted by the leading companies in the lighting industry, its mission is to promote the global adoption and growth of wireless lighting solutions by supporting open standards.

### JOB DESCRIPTION

The MarCom Project Specialist is part of the alliance's Promotion Working Group (PWG) and is an independent marketing communications specialist with strong project management skills. He/she supports the PWG on all communications issues and coordinates and executes the communication programs/campaigns. The job is part-time (appr. 16 hrs. per week, however some flexibility is requested to cope with peaks in work load), and requires regular international travel.

### RESPONSIBILITIES:

- Manage the coordination and execution of communication programs/campaigns accordingly
- Drive key events regarding messaging and production of event promotional materials, advertising, public relations activities, training material and other collateral.
- Issuing global press releases, and follow-up to secure pick-up
- Contacts with international media to arrange editorials, interviews, etc.
- Monitor, review and report on all marketing communication activity and results. Deliver program results within budget.
- Ensure alignment and synergistic optimization by actively participating in meetings with the TCLA stakeholders and in regular communications with the Secretary General.

### PROFILE:

- Minimum 5 years experience working within the field of marketing communications in an international/global, B2B environment.
- Strong entrepreneurial and hands-on mentality, proactive thinker and problem solver.
- Up to date knowledge of marketing techniques and extensive experience in tradeshows and public relations.
- Ability to work in multi-disciplinary teams and outside agencies in pursuit of a common goal across organizations and geographical boundaries
- Ability to work independently, to make decisions, and to provide leadership
- Strong project management, organizational, planning and creative skills
- Fluent in English, written and verbal. Other languages are beneficial.
- Regular international travel should not be a problem

### CONTACT

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