

JOB DESCRIPTION

JOB TITLE: Communications Officer
REPORTING TO: General Secretary
TYPE OF POSITION: Full-time, permanent contract

General responsibilities

- to develop and implement the internal and external communications strategy
- to develop and maintain a network of contacts with specialised and general media
- to assist and support the ETF team in dealing with both external and internal communications and events

Key tasks

ETF communications

- leading on the development of communications strategies, narratives and activity plans in close cooperation with all ETF/ITF colleagues
- ensuring the adherence of ETF communications (materials) with ETF's identity guidelines, messaging, protocols
- building and managing an active network of communicators within the ETF membership
- understanding, advising and supporting the ETF colleagues on their communication needs and requirements
- writing, editing and proofreading communication output from ETF colleagues
- ensuring good coordination of communication plans of (parallel running) campaigns initiated by different stakeholders (ETF, ITF, ETUC, ETUFs, affiliates,...)
- commissioning work from and liaise with designers, photographers, printers, web developers and other suppliers
- managing the production of communication tools and materials (e.g. videos, graphics, cyber-actions, events, campaign materials,...)
- undertaking basic design work for use in (online) publications

Media relations

- building database, network and relationships with Brussels-based journalists and advise colleagues on their media relations
- writing press releases, statements, briefings, (opinion) articles, newsletters and other media materials and ensure their targeted distribution
- coordinating proactive media work with communicators from member organisations and European trade union organisations to maximise national and international coverage
- helping organising press conferences, briefings, media actions,... and dealing with incoming media enquiries

Online communications

- developing and implementing the ETF online communications strategy and monitor ETF's online presence with the aim of creating maximum impact with ETF's key stakeholders
- providing regular updates and input for the ETF website and social media accounts
- helping to monitor and analyse web and social media statistics and make recommendations for improvements

We are looking for a candidate with

- minimum two years of relevant communications experience
- native standard of written and spoken English in addition to another EU language; knowledge of one or more other languages is desirable
- ability to write easy-to-understand and engaging copy
- experience with website CMS
- experience with social media channels for campaigning
- experience with design software and video-editing software
- good knowledge of office software (Outlook, Word, Excel, PowerPoint,...)
- capacity to integrate in a small and multicultural team
- commitment to trade union values
- ability at all times to exercise discretion, diplomacy, judgement and initiative
- strong organisation and time-management skills
- excellent accuracy and attention to detail
- ability to react flexible and in a dynamic way to new challenges and work independently, often under pressure
- ability to multi-task, identify priorities and meet tight deadlines
- previous experience in EU or international environment as well as knowledge of EU Institutions and Brussels media is desirable
- availability to travel occasionally

We offer

- a full-time permanent contract with a competitive package (salary, fringe benefits and extra-legal paid leave)
- a multidisciplinary and multicultural working environment
- the office is located in the center of Brussels

Equal employment opportunity

ETF is committed to the principle of equal employment opportunity for all employees, regardless of sex, marital status, nationality, religion, age, sexual orientation and any other characteristics unrelated to the performance of the job. Selection will be in accordance with objective, job related criteria and the appointment will be on the basis of applicants' merits and abilities.

Brussels, 14 April 2021