



Senior Digital Communications Officer

Do you want to play a crucial role in emphasizing the ETF's strengths via impactful communications?

Why work for ETF?

- Do you want to be the voice of **5 million +** Transport Workers from **200 +** Transport Unions in **38** countries?
- Do you want to promote **equal opportunities** as well **solidarity across borders**?
- Are you pro **Fair Transport**?
- Are you committed to **Trade Union values**?

Function

Developing and Implementing Communications Strategies:

- Collaborate with the **ETF Political Team** to develop and implement **communication strategies**.
- Coordinate the **communication pillar of ETF campaigns**, ensuring seamless collaboration with stakeholders.
- Uphold and enhance the **coherence of the ETF visual identity**.

Coordination and Production Management:

- Coordinate external consultants, including **designers, photographers, printers, and web developers**.
- Manage the production of diverse communication tools and materials, from **videos to events and campaign materials**.
- Undertake basic design work to maintain **visual consistency**.

Media Coordination:

- Coordinate **proactive media work**, maximizing national and international coverage through **collaboration with member organizations and European Trade Unions**.

Digital Engagement and Communications

Social Media Management:

- Design and execute **digital engagement strategies** to **foster online community engagement** across platforms.
- Manage and update **ETF's social media accounts**, ensuring **maximum outreach**.
- Collaborate with the Communications Officer to **align digital efforts with political communications and overall strategy**.

Analytics and Optimization:

- Monitor and analyze **web and social media statistics**, providing **recommendations for improvements**.
- Develop and manage a **content calendar tailored to each social media platform**.
- Implement **social media advertising campaigns**, including **budget management**.



Newsletter and Email Campaigns:

- Draft and send newsletters and email campaigns focused on digital engagement.

Audiovisual Production

Content Creation:

- Create, edit, and optimize **audiovisual content for social media** using tools like **Adobe Suite and Canva**.
- Design print materials such as **brochures, flyers, and posters**, ensuring **alignment with ETF's visual identity**.
- Film and record **podcasts with key experts or ETF members**.

Optimization and Coordination:

- Conduct **A/B tests** to determine the **effectiveness of different content types and strategies**.
- Coordinate **live streaming for events or webinars** as needed.

Profile

- Minimum **4 years** of **digital communications** experience with **design and video editing** focus.
- Excellent written and spoken **English**.
- Advanced proficiency in **Adobe Suite and Mailchimp** and experience with **social media algorithms**.
- Experience in creating **compelling visual content** for social media and print.
- **Strategic thinking and creativity** to convey complex ideas clearly.
- Adaptable to **new ideas**.
- Strong communication skills in order to **collaborate with diverse stakeholders**.
- **Pro quality**, always taking pride in one's work.

Offer

- **Competitive Salary + Representation, 110 € net** and **Internet** at Home Allowance, **30 € net**, Meal **Vouchers**, 7 €, Mobile Phone + **Subscription**, Laptop, Group **Insurance**, (6% of gross salary), **Hospitalisation**, (Discounted rate for family), 100% Public Transport **Reimbursement**.
- **25+ Paid** Holidays.
- Up to **2 days** teleworking/week.
- **34** hour week, **flexitime**.
- Fulltime **permanent** contract.
- A **Multicultural Dynamic Team** of 22.
- Weekly **Team Meetings**, 1 – 1 **Coachings**, Trainings with **External Experts**, Yearly **Development Appraisals**, **Team Building** Events.
- European **Travel** (3/4 times per year).

Application procedure

We invite any interested candidate to send a CV and a short motivation letter in English to Josef Maurer, ETF Head of Operations, at hr@etf-europe.org by 31 May 2024. Only applications sent by e-mail will be considered.

Brussels, 13 May 2024