

Maternity Cover for Head of Communications

Vacancy notice

Full-time 6 months' contract November 2020 / April 2021 – Brussels based –
€3500-4100 monthly gross salary depending on experience

This is an exciting opportunity to join the Brussels-based Secretariat of the Eurochild network. It is suited to somebody with wide-ranging experience in communications combined with a passion for children's rights and European level work.

In the 15 years since its establishment, Eurochild has grown into one of the most influential networks on children's rights in Europe. It has almost 200 members across 35 countries in Europe, including national coalitions of children's rights in 21 countries. It has pioneered new approaches to involving children directly in its work, including co-design of its biannual conference and supporting children's self-advocacy. It engages at the highest political level at the European Union, for example it is advising on a future European Child Guarantee.

This opportunity comes at a time when Eurochild is getting to its next stage of development and communications is crucial to our efforts. In the coming months Eurochild will embark on a number of key external facing campaigns and events with the aim of influencing policies processes with the potential of bringing about substantial positive changes for children in the European region. We will also work to furthering Eurochild brand visibility, strengthening its profile as a thought leader in new spaces and developing new products to support its membership, fundraising and broader organisational objectives.

The maternity cover is expected to critically contribute to the planning and implementing of strategic and product marketing while leading new initiatives to support the mission and vision of Eurochild by expanding awareness, engaging the public, attracting new audiences and improving engagement of key audiences of the network.

Specific responsibilities

The maternity cover for Head of Communications oversees Eurochild's communications and brand development:

- Leads and coordinates communications activities in the team, involving all relevant colleagues, including internal and external newsletters and social media planning
- In line with its strategic goals, contributes to increasing Eurochild visibility and supports our goals on advocacy, membership engagement, child participation and fundraising

- Is responsible for overseeing and advising on communication components of Eurochild projects and events
- Builds relationships with the media and promotes greater public awareness of Eurochild and its achievements
- Drafts news, press releases as well as editing content for print publications and digital platforms
- Keeps abreast of latest trends, especially in the digital arena, to ensure Eurochild stays relevant & up-to-date in its communications
- Leads the communications team and supports colleagues to integrate communications into their daily work.

The maternity cover for Head of Communications will report to the Director of Programmes. The selected individual will supervise and support the work of the Communications Officer and Communications Intern and will also receive support from and coordinate the Management Board Sub-committee on Communications.

Candidate requirements

- Bachelor's degree in a relevant field (communications, marketing, etc.) or equivalent professional experience
- 5-7 years of experience in Communications with a minimum of 2-4 years' experience in marketing and specifically in coordinating digital paid campaigns and using social media channels
- Team management of 1-2 people
- Experience of using and developing CRM systems like Salesforce for purpose for building and improving subscriber lists
- Experience of using Google Analytics and having worked on search engine optimisation would be of added value

Non-profit experience is not necessary but the candidate should show ability to repurpose their skills. Knowledge of the European Union and familiarity with the different EU institutions, the policy making process and the role of organized civil society is desirable.

The ideal candidate has:

- Strategic understanding of communications
- Ability to translate complex policy and advocacy objectives into communication goals and develop materials, and products in line with those objectives
- Ability to measure, assess and translate data analytics for purpose of reaching organisational goals
- Digital proficiency – deep interest and understanding of potential of digital and social media tools for non-profit sector
- Strong drafting and editing skills in English
- Ability to engage with colleagues spread across Europe

- Proficiency in other European languages would bring added value

How to apply

Please apply by an online form, submitting a letter of application and CV (no photos) in strict confidence via this [link](#). The CV should include links to blogs or news articles written by candidates.

The deadline for applications is 28 September 2020.

Please note that only short-listed candidates will be notified; next steps in the recruitment process are an assignment and an interview – both conducted online.

If you have any questions, please email Eurochild Director of Programmes Valeria Santostefano: valeria.santostefano@eurochild.org

Eurochild is an equal opportunity employer. We are guided by the principle of non-discrimination on any ground, and we apply such principle in our day-to-day operations and in our employment practices.