

LOOKING FOR: MEDIA AND CAMPAIGNS OFFICER

About EFA

The European Free Alliance (EFA) is a European Political Party, composed of forty-nine member parties spread across Member States of the EU and beyond. It works in close collaboration with EFAY (its youth branch) and with the Coppieters Foundation (its think-tank foundation); as well as with the EFA group in the European Parliament and the European Alliance Group in the Committee of the Regions.

The core value of EFA is the defence and promotion of the right to self-determination of peoples and nations in Europe and the world. EFA has an office at Boomkwekerijstraat (Rue de la Pépinière) 1, 1000 Brussels.

About the job offer

EFA is looking for a highly motivated Media and Campaigns Officer to drive impactful and high-profile European campaigns. The position is based in Brussels and will be responsible for the overall media and campaign strategy of the organization. The selected candidate will report to EFA's President and the Bureau.

This is a full-time position for five (5) working days (38 hours) per week and will be part of a multicultural team. The contract starts **as soon as possible or in January 2022**, for an initial period of 6 months. After a positive evaluation, a long-term contract will be offered.

EFA offers competitive Brussels-based salary aligned with seniority and work experiences, benefit package (meal vouchers, 13th month pay, hospital and dental insurances, public transport allowance, eco-checks, etc.), and a flexible working condition.

This call is open to candidates with **journalism or communications background and with knowledge of the EU institutions. Relevant experience in political communications -preferably at EU level- and/or as an EU affairs journalist is a plus.**

Job responsibilities

You will be responsible for the development and implementation of media and campaign strategies of EFA, including the production of materials required to implement the campaign strategy, in order to optimize the visibility of EFA's work and the impact of the organization to its members and at the EU level. Your main duties are listed as follows:

1. Campaign Strategy
 - Responsible for external communications with member parties and other stakeholders
 - Design, implement, monitor and report on the media and campaign strategies of EFA
 - Lead the campaign with EFA's member parties on a European and multi-stakeholder coverage

- Increase European campaign impacts and branding in cooperation with the Political Advisor and the Strategy Advisor
 - Actively monitor relevant events and inform members
2. Media relations
 - Establish and maintain contacts with journalists, media outlets, and key influencers at the European and national level
 - Monitor media coverage of EFA
 - Handle press releases, opinion pieces, newsletters
 3. Design & Digital
 - Design visual products for on- and offline use. This includes social media visuals, invitations, small scale brochures, press briefings, etc.
 - Assist in managing EFA's website
 - Assist in managing social media communication (i.e. Twitter, Facebook, Youtube, Instagram, etc.)
 4. Others
 - Assist in events and missions
 - Additional responsibilities may be agreed upon depending on your specific skills and interests

Requirements and Qualifications

- Relevant Bachelor's and/or Master's degree (Journalism, Communications, Public Relations, Political Sciences, Languages or its equivalent)
- At least 3 years of relevant professional experience
- Full professional proficiency or native-level English, both oral and written, and at least one other European language
- Experience in managing relationships with European journalists, media and political stakeholders
- Experience in producing content for social media, events, newsletters and other campaign materials
- Experience in social media management (i.e. WordPress)
- Open and reliable with high level interpersonal, organizational and management skills
- Strong time and priority management, high level of independence and can-do mentality
- Good team-player with a passion for quality and excellence
- Must be available to travel and to participate in European and international events, meetings and campaigns
- Strong interest in EFA-related matters and values

Desirable

- Working experience in political communications -preferably at EU level and/or in EU affairs
- Knowledge of EU institutions and the EU decision & policy-making process
- Expertise in graphical design, visual creation and video making
- Knowledge of French or German (at least C level)

Other

- Candidates must be eligible to work and live in Belgium. Non-EU candidates are welcomed to apply and to verify the non-existence of obstacles for their employment, entrance and establishment in Belgium.

Application Instructions

Interested candidates should send a **CV in ENGLISH and motivation letter** [add video, paper or any other original contributions, if any, to show your motivation] to info@e-f-a.org with the Subject: Media and Campaigns Officer

Deadline of submission: 08 November 2021

Selection Procedure

The procedure for the election of the candidate will be as follows:

- 2nd week of November 2021: only short-listed candidates will be informed and invited for interviews
- 3rd – 4th November 2021: interviews of short-listed candidates will be held in the EFA office in Brussels [travel costs will be reimbursed]. Unsuccessful short-listed candidates will also be informed
- The new Media and Campaigns Officer will start working **as soon as possible or in January 2022**

EFA is an equal opportunity employer.