



Senior Campaigns & Communications Officer

About us:

[Social Platform](#) is the largest, leading organisation working on EU social rights. We empower people who want a more social Europe and give a voice to people in Europe in all their diversity.

Collectively, we unite tens of thousands of organisations and hundreds of millions of people in Europe – children, young and older people, women, LGBTI people, people with disabilities, undocumented migrants, Roma and others from persecuted ethnic or religious backgrounds, carers and the people that provide invaluable services to these people.

The deadline for applications is 21 July 2022. Please send your CV (maximum two pages) and motivation letter (maximum one page) to recruitment@socialplatform.org.

Job description:

We are looking for a passionate communicator and social justice campaigner.

You will be responsible for Social Platform's communications with different target audiences, including members, journalists, funders and the public. You will advise other employees and management on communications tasks, and use written and verbal skills to create a wide range of products. By communicating effectively with our target audience, you will help to continue building a positive reputation for Social Platform. You will lead on Social Platform's campaign activities by developing our network's key asks with advocacy colleagues and members, and rolling them out to have an impact with key targets and stakeholders. You will nurture the engagement of members in the network through effective internal communications.

Reporting to: Secretary-General

Key responsibilities:

Campaigns

1. Leading and/or giving input to Social Platform's campaign activities, including the campaign on A Decent Life for All, and organising the launch of the campaign in partnership with policy and advocacy colleagues.
2. With staff members, members and external stakeholders, developing strategies, tools and other materials to create impactful campaigns that advance social justice.
3. Creating effective framing and messaging to transmit our key campaign asks to a range of target audiences.
4. Engaging a range of media to improve the visibility and impact of the campaign.

Strategy and communications:

5. Developing, implementing, monitoring and evaluating the Communications Strategy and reporting on results and impact.
6. Implementing the annual Work Programme and meeting the strategic and operational objectives outlined in the Communications Strategy.
7. Bringing a communications dimension to Social Platform's strategy discussions, advocacy, and capacity building work including developing messaging, speaking points and other tools.
8. Producing and disseminating Social Platform's outreach materials, audio-visual content and newsletters to reach target audiences.
9. Assisting and coordinating events and attending events for communications purposes, where required.
10. Providing advice and capacity building to the team on effective communications.

Online communications:

11. Based on the Communications Strategy, devising, monitoring, evaluating and updating social media strategy.
12. Developing the website including updates, refreshes and liaising with developers, as needed.
13. Posting on the organisation's website and social media channels to raise our profile and increase the visibility of Social Platform's work in relation to our strategic objectives and annual Work Programme.

Internal (membership) communications:

14. Coordinating internal communications to members.
15. Serving as a focal information and support point for existing and new members.
16. Collating and disseminating information to ensure that it responds to the needs of members.
17. Amplifying and profiling members' work in our communications.

Communications Network and Social Learning Platform:

18. Maintaining the running of the Communications Network, the grouping of communications officers of Social Platform's member organisations.

General:

19. Assisting with the discharge of statutory obligations, as needed.
20. Working as part of the Social Platform staff in ways that achieve agreed goals and objective.
21. Participating as a member of the wider Social Platform team with other employees, volunteers, and the Management Committee, to promote and achieve Social Platform's objectives.
22. Ensuring compliance with such laws and regulations as may be applicable to the operation of the Communications team.
23. Undertaking all duties in compliance with health and safety regulations and legislation.
24. Ensuring that all activities are carried out with full regards to Social Platform's policies on diversity and equal opportunities.

25. Undertaking other duties that may be reasonably required from time to time.

Person specific requirements:

- Fluency in English.
- At least 5 years of work experience in communications and/or campaigning.
- Knowledge of the NGO sector and a commitment to Social Platform's values.
- Excellent writing and speaking skills.
- Experience of designing and implementing communications/campaign strategies, and raising visibility of the organisation.
- Strategic thinking with creative ideas, with the ability to work proactively and autonomously.
- Experience of managing websites and social media accounts.
- Knowledge of key EU media.
- Excellent IT skills.
- Experience of WordPress, Piktochart, Canva and Mailchimp.
- Experience in designing, producing and editing publications, working with designers/printers.
- Knowledge of branding/visual identity.
- Compliance with Social Platform's employment rules, team principles and wellbeing approach

What we offer:

- Be part of a network that is actively working to achieve positive social change
- Monthly salary in line with internal salary scale between 3546 and 3899 Euros gross monthly salary, depending on experience
- Starting date: mid-September
- A permanent employment contract under Belgian law based on 37.5 hours per week
- Holiday allowance, 13th month pay, hospitalisation insurance, private pension scheme, representation allowance, lunch vouchers, eco cheques, transport allowance and home-working allowance.
- Flexible working-from-home arrangements, but the candidate must be able to commute to the office in Brussels on a regular basis.