JOB DESCRIPTION

Position title: Communications Officer
Reports to: Communications Manager
Grade: “Professional” (P1)
Date: May 2021

I. Mission of the Department: The European Policy Office (EPO) communications activities aim to raise awareness of our EU policy priorities among key target audiences and to support WWF network global goals and campaigns at Brussels/EU level. The EPO communications department is structured, staffed and interlinked with the programmatic objectives to guarantee maximal advocacy efficiency and effectiveness.

II. Major Functions: The post holder is part of a communications unit, reporting to the Communications Manager, and also works with the policy leads to create and implement communications strategies for WWF’s European Policy Office, in coordination with the WWF network.

III. Major Duties and Responsibilities:

Communication
- Implement and further develop EPO’s overarching narrative and messaging on different issues, including freshwater and sustainable finance (and other topics as needed) in line with WWF’s vision;
- Implement and further develop EPO’s integrated communication plans and campaigns to support the policy work at WWF EPO, including both online and offline activities;
- Responsible for developing communications collateral and launching key publications both internally and externally;
- Work with suppliers (copywriters, designers and printers), develop briefs for communication products and monitor progress and delivery;
- Help organise events, e.g. seminars, workshops and briefings in Brussels.

Media, social media and digital
Provide timely and relevant WWF stories to the international media corps in Brussels through press briefings and conferences, PR stunts, press releases, selective media contacts, print and on-line publications, advertising and other tools. This will include:
- Working with EPO policy staff to identify and develop strong media stories and other communications materials
- Providing EU stories to the WWF network for use in national capitals, WWF’s panda.org website and other WWF outlets
- Developing communications material for social media use
- Updating the WWF EPO website (www.wwf.eu) with news and publications

Coordinating networks
- Work with communicators in the WWF network to liaise on and coordinate joined communications activities, with a specific focus on the WWF INT freshwater and finance practices, the Living European Rivers initiative, and national communicators
• Coordinate with partners such as Green 10 NGOs, Living Rivers Europe, and other partner organisations on joint communications activities

IV. Profile:

Required Qualifications and Skills

• A university degree in communication, journalism, political science, or other relevant field and 3 years work experience; or 5 years relevant work experience;
• Excellent English language skills;
• Excellent writing skills;
• Experience in working in communications, ideally at EU level or with an NGO;
• Knowledge of media relations, developing communication materials, writing content for different channels and developing social media campaigns/projects;
• Strong technical/IT and social media skills;
• Experience in event management and production of printed materials, such as reports etc.
• Knowledge of the EU institutions and political decision-making processes is a plus;
• Strong team player able to work effectively in a global network setting;
• Identifies & aligns with the core values of the WWF organisation: Courage, Respect, Integrity, Collaboration;
• EU work permit holder (mandatory)

V. Working Relationships:

Internal – The post is located in Brussels. The employee reports to the EPO Communications Manager and works in collaboration with the communications team, and also participates in coordination meetings of relevant policy teams and liaises closely with the head of the team. In addition, s/he maintains regular contact with WWF’s European and international staff working on related issues and campaigns.

External - The employee interacts with the media, EU institutions, other NGOs, and the corporate sector. The employee also interacts with third party suppliers such as graphic designers, photographers, consultants, translators etc.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.