

Job description

Strategic Communications Manager

Help shape and amplify the voice of 5 million transport workers

The European Transport Workers' Federation (ETF) represents more than **5 million transport workers from more than 200 trade unions in 38 European countries**.

We are looking for an experienced **Strategic Communications Manager** to strengthen ETF's voice and visibility in European political and public debates.

This is a senior communications role at the heart of ETF's political and policy work. You will report to the General Secretary, working closely with ETF's political leadership and policy teams to develop communications strategies, shape compelling narratives around complex issues, support campaigns and strengthen ETF's media and digital presence.

You will have a high degree of autonomy and will be expected to combine **strategic thinking, sense of initiative, political judgement and excellent communication skills** with the ability to turn ideas and strategies into effective action.

If you want your communications expertise to contribute to improving working conditions, defending workers' rights and shaping the future of transport in Europe, this could be the role for you.

Function

Strategic communications and campaigns

- Design and implement communication strategies in close cooperation with ETF's General Secretary, political leadership and policy teams.
- Translate ETF's political priorities and policy positions into clear, compelling and audience-focused communication approaches and key messages.
- Provide strategic communication advice on sensitive political issues.
- Coordinate the communication pillar of ETF campaigns, from the planning phase to the implementation, ensuring effective collaboration with relevant stakeholders.
- Identify opportunities to increase ETF's visibility and influence in European and national debates.
- Develop internal communication flows and tools to strengthen coordination and information-sharing across the organisation and its membership.
- Monitor, evaluate and report on the effectiveness and impact of communication strategies, activities and campaigns.
- Uphold and further develop the coherence and visibility of the ETF visual identity across all communication channels and materials.

Media relations and communications

- Develop and maintain relationships with journalists and media outlets at European and national levels.



- Strengthen media outreach through close cooperation with ETF affiliates, the ETUC and other European trade union organisations.
- Organise press conferences, media briefings, public actions and other communication events.
- Coordinate external service providers and consultants, including graphic designers, photographers, printers.
- Oversee the production of a wide range of communication tools and materials, including videos, publications, campaign materials and events.
- Draft and edit press releases, statements, briefings, articles, newsletters and ensure their targeted distribution.
- Advise ETF representatives and colleagues on media engagement, messaging and positioning.

Digital communications

- Design and implement digital engagement strategies to increase ETF's online visibility, reach and community engagement across platforms.
- Oversee ETF's social media accounts and ensure that digital communication reflects political priorities and overall communication strategies.
- Monitor and analyse website and social media performance and propose improvements based on data, trends and public engagement.
- Ensure that content is adapted appropriately to different audiences and communication channels.

Profile

We are looking for a senior communications professional with strong political awareness, excellent writing skills and a proven ability to develop and deliver strategic communications.

As part of a small team, you will be comfortable moving between strategic planning and hands-on delivery, while knowing when to coordinate and brief colleagues or external providers.

- University degree.
- At least 5 years of relevant professional experience in strategic communications, political communications, campaigning or a similar senior communications role.
- Demonstrated experience in developing and implementing communication strategies and campaigns.
- Strong experience in media relations and working with journalists.
- Excellent written and editing skills, with the ability to turn complex political and policy issues into clear, accessible and engaging messages tailored to diverse audiences.
- Strong strategic mindset combined with creativity and sound political judgement.
- Experience with advocacy, campaigning or movement-building communications and/or communication related to EU policy and legislative processes.
- Experience working in a European environment. Knowledge of EU Institutions and Brussels media landscape is highly desirable.
- Excellent interpersonal and communication skills, with the ability to collaborate effectively with diverse stakeholders.
- A high degree of initiative, independence and accountability.
- Excellent command of written and spoken English. Knowledge of additional European languages is an asset.



- Strong organisational skills, including the ability to manage multiple priorities and deadlines.
- Proven experience in managing social media channels and digital campaigning.
- Experience in developing and/or coordinating the production of engaging visual and multimedia content for digital and print communication.
- A collaborative approach and ability to work effectively with people from different professional, cultural and national backgrounds.
- Availability to travel occasionally.

What we offer

- A competitive salary + a comprehensive benefits package including representation costs of 110 € net and internet at home allowance of 30 € net, meal vouchers of 8 €, mobile phone + subscription, laptop, group insurance (6% of the gross salary), hospitalisation insurance (and discounted rate for family), 100% public transport reimbursement.
- 25+ days of paid holidays.
- Up to 2 days teleworking/week.
- 34-hour week with flexitime.
- Full-time permanent contract.
- A multicultural dynamic team of 22.
- Weekly team meetings, one-to-one coachings, trainings with external experts, yearly development appraisals, team building events.
- Opportunities to travel and work with trade union organisations across Europe.

Application procedure

If you are an experienced communicator who wants to use your expertise to influence public debate and contribute to genuine political and social change, we would like to hear from you.

We invite any interested candidate to send a CV and a short motivation letter in English to Agathe Smyth, ETF Senior Operations Manager, at hr@etf-europe.org by **25 September 2026**. Only applications sent by e-mail will be considered.

Brussels, 8 September 2026