



Job description

JOB TITLE: Senior Digital Communications Officer
REPORTING TO: General Secretary
TYPE OF POSITION: Full-time, permanent contract

Key tasks

ETF communications

- developing and implementing communications strategies and plans according to the ETF political priorities, in cooperation with the ETF political team
- developing and coordinating the communications pillar of ETF campaigns, including coordination with other stakeholders
- ensuring coherence of the ETF visual identity
- coordinating work from external consultants such as designers, photographers, printers, web developers
- managing the production of communication tools and materials (e.g. videos, graphics, cyber-actions, events, campaign materials, etc.)
- undertaking basic design work
- coordinating proactive media work with communicators from member organisations and European trade union organisations to maximise national and international coverage

Digital Engagement and Communications

- designing and executing digital engagement strategies to increase online community engagement across platforms like Facebook, Twitter, and LinkedIn
- managing and updating ETF's social media accounts with a focus on creating maximum outreach
- collaborating with the Communications Officer to ensure alignment with ETF's political communications and overall strategy
- monitoring and analysing web and social media statistics, making recommendations for improvements
- developing and managing a content calendar tailored to each social media platform
- drafting and sending newsletters or email campaigns focused on digital engagement
- implementing social media advertising campaigns, including budget management





Audiovisual Production

- creating, editing, and optimizing audiovisual content for social media using tools like Adobe Suite and Canva
- designing print materials such as brochures, flyers, and posters, ensuring they align with ETF's visual identity
- filming and recording podcasts with key experts or ETF members
- conducting A/B tests to determine the effectiveness of different content types and strategies
- coordinating live streaming for events or webinars, as needed

We are looking for a candidate with

- minimum seven years of relevant experience in digital communications, with a strong focus on design and video editing
- native-level standard of written and spoken English; knowledge of one or more other languages is desirable
- strong commitment to trade union values
- strong understanding of communication needs for trade unions
- advanced proficiency in Adobe Suite for both digital and print design, as well as video editing
- experience in creating compelling visual content for both social media and print materials
- strong understanding of social media algorithms and engagement strategies
- experience in email marketing platforms like Mailchimp
- certification or coursework in an easy-to-understand and engaging manner
- proven track record in social media channels for campaigning
- experience with digital marketing, graphic design software and video-editing software
- good knowledge of office software (Outlook, Word, Excel, PowerPoint,...)
- capacity to integrate in a small and multicultural team
- portfolio of audiovisual production is a plus
- excellent organizational and time-management skills
- excellent accuracy and attention to detail
- ability to react flexibly and in a dynamic way to new challenges and work independently, often under pressure
- ability to multi-task, identify priorities and meet tight deadlines
- previous experience in an EU or international environment is desirable
- availability to travel occasionally

We offer

- a full-time permanent contract with a competitive salary package (meal vouchers, group and hospitalisation insurances, representation and internet-at-home allowance, public transport subscription, mobile phone and laptop also for personal use, etc.)
- additional paid leave above the legal entitlement
- telework possible part time
- a multidisciplinary and multicultural working environment



Equal employment opportunity

ETF is committed to the principle of equal employment opportunity for all employees, regardless of sex, marital status, nationality, religion, age, sexual orientation and any other characteristics unrelated to the performance of the job. Selection will be in accordance with objective, job related criteria and the appointment will be on the basis of applicants' merits and abilities.

Application procedure

We invite any interested candidate to send a CV and a short motivation letter in English to Josef Maurer, ETF Head of Operations, at hr@etf-europe.org by **31 October 2023**. Only applications sent by e-mail will be considered.

Brussels, 9 October 2023