



Job description

Communications Manager

Do you want to help amplify the voice of transport workers across Europe through strategic and impactful communications?

Why work for ETF?

- Do you want to be the voice of **5 million +** Transport Workers from **200 +** Transport Unions in **38** countries?
- Do you want to promote **equal opportunities** as well **solidarity across borders**?
- Are you pro **Fair Transport**?
- Are you committed to **trade union values**?

Function

Strategic communications and campaigns

- Lead the development and implementation of ETF communication strategies with the political team.
- Coordinate the communication pillar of ETF campaigns, ensuring effective collaboration with relevant stakeholders.
- Provide strategic communication advice on sensitive political, social and industrial relations issues.
- Develop internal communication flows and tools to strengthen coordination and information-sharing across the organisation and its membership.
- Build, maintain and coordinate an active network of communicators within the ETF 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 communication management

- Line manage the work of the Senior Communications Officer.
- Coordinate proactive media work by establishing and maintaining relationships with journalists and media outlets, with the aim of maximising national and international coverage.
- Strengthen media outreach through close cooperation with ETF affiliates, the ETUC and other European trade union organisations.
- Coordinate external service providers and consultants, including designers, photographers, printers and web developers.
- Oversee the production of a wide range of communication tools and materials, including videos, publications, campaign materials and events.
- Organise press conferences, media briefings, public actions and other communication events.



Content and digital communication

- Draft and edit press releases, statements, briefings, articles, newsletters and other media materials and ensure their targeted distribution.
- Oversee the production of audiovisual and digital content for social media and online platforms, in line with ETF's visual identity and communication objectives.
- Design and implement digital engagement strategies to strengthen online visibility and community engagement across platforms.
- Oversee ETF's social media accounts to maximise outreach and audience engagement.
- Monitor and analyse website and social media performance and propose improvements based on data and trends.
- Coordinate closely with the Senior Communications Officer to ensure consistency between digital communication, political priorities and overall communication strategy.

Profile

- University degree in journalism, communications, or another relevant field.
- Minimum 7 years of relevant experience in a communications manager or similar senior communications role.
- Proven experience in developing and implementing communication strategies and campaigns.
- Experience with advocacy, campaigning or movement-building communications and/or communication related to EU policy and legislative processes.
- Previous experience in a European, international and/or trade union environment is highly desirable, including knowledge of EU Institutions and Brussels media landscape.
- Ability to translate complex political and policy issues into clear, accessible and engaging messages tailored to diverse audiences.
- Strong commitment to trade union values and a good understanding of communication needs of trade unions and social movements.
- Strategic mindset combined with creativity and strong political awareness.
- Excellent interpersonal and communication skills, with the ability to collaborate effectively with diverse stakeholders.
- Excellent written and spoken English (native or equivalent proficiency). Knowledge of additional European languages is an asset.
- Strong organisational and time-management skills, including the ability to manage multiple priorities and work under tight deadlines.
- Excellent drafting, editing and proofreading skills with a strong attention to detail and accuracy.
- Proven experience in managing social media channels and digital campaigning.
- Experience in producing engaging visual and multimedia content for digital and print communication.
- Ability to work collaboratively in a small and multicultural team.
- Strong sense of responsibility, initiative and commitment to high-quality work.
- Availability to travel occasionally.

What we offer

- Competitive salary + Representation costs of 110 € net and Internet at Home Allowance of 30 € net, Meal Vouchers, 8 €, Mobile Phone + Subscription, Laptop, Group Insurance, (6% of gross salary), Hospitalisation (Discounted rate for family), 100% Public Transport Reimbursement.
- 25+ Paid Holidays.



- Up to 2 days teleworking/week.
- 34 hour week, flexitime.
- Fulltime permanent contract.
- A Multicultural Dynamic Team of 22.
- Weekly Team Meetings, 1 – 1 Coachings, Trainings with External Experts, Yearly Development Appraisals, Team Building Events.
- European Travels.

Application procedure

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 12 June 2026**. Only applications sent by e-mail will be considered.

Brussels, 22 May 2026