Communication Officer – Social Media  
(Temporary position – 6 months)

The European Anti-Poverty Network (EAPN) is the largest European network of national, regional and local networks, involving anti-poverty NGOs and grassroot groups as well as European Organisations, active in the fight against poverty and social exclusion.

EAPN is looking to work with an experienced and enthusiastic individual to support its communications work, in particular by expanding EAPN’s digital and social media presence and impact. The Communication Officer will support EAPN’s communication strategy, including digital communication, newsletters, publications, website, social media channels and online engagement strategies.

The Communication Officer needs to have an understanding of integrated communications work and a passion for social media engagement, its trends, and want to apply this to promote social inclusion and fight poverty.

Line management: Reports to EAPN Director and cooperates with the Communication Officer and the Events Officer and possibly support the management of communication interns.

EAPN is an equal-opportunity employer. We value diversity and we do encourage individuals or members of groups which are affected by poverty and other grounds of discrimination to apply for this post. EAPN will ensure that opportunities offered are accessible to all regardless of gender, age, race or ethnicity, religion or belief, disability, sexual orientation.

Main tasks and responsibilities

- Develop and implement EAPN’s social media campaigns
- Support the Internal Strategic Group on Communication of EAPN members
- Ensure the core communications work of EAPN, liaising with the Director and other members of the EAPN team
- Development of various communication tools and materials
- Internal layout of short publications and positions

Social media

- Ensure the ongoing social media presence development, implementation and evaluation of a social media strategy to improve EAPN’s social media presence and engagement
- Contribute to EAPN’s social media, including regular use of Facebook, Twitter and Instagram
- Develop and implement a content editorial calendar to manage and plan content
- Develop content for EAPN social media channels. This includes curating and creating innovative, dynamic and strategic content adapted to each platform; and updating the overall presentation of EAPN social media outlets
- Engage our online community, including ensuring follow-up and moderation of user-generated comments, questions and posts on social media channels
- Supervise the implementation of the 2024 Comms work and our reach in 2024

**Website**
- Maintain and update EAPN website

**Monitoring**
- Monitor the mid-term impact of our website and Newsletters
- Measure, analyse and report on effectiveness of social media content and strategy to maximise results.
- Keep track of EAPN subscriptions, communication tools, software and licences

**Other**
- Contribute to other communications work as necessary
- Take on any task related to the post as deemed necessary and appropriate by the Director

**PERSON SPECIFICATION**

**Knowledge**

*Essential:*
- at least 5 years of experience with Communications work at EU or national level
- Expertise on Digital content design
- Excellent knowledge of communication platforms and tools, including digital tools
- Proficient in using new technologies, web-based platforms and social media networks
- Ability to apply and adapt digital innovations towards communication goals
- Experience with Adobe Creative Suite (InDesign, Photoshop)

*Desirable:*
- Knowledge of EU institutions and policies
- Knowledge of issues related to economic and social rights, preferably to poverty and social exclusion
- Experience in coalition building with civil society organisations at the European or national level

**Skills/abilities**

*Essential:*
- Fluent in English and excellent ability to communicate in writing and orally (any other language is a plus)
- Ability to liaise with relevant parties, coordinate input and meet deadlines
- Self-starter; organized; able to multitask and balance multiple responsibilities
- Strong sense of aesthetics and design
• Ability to translate complex content into plain language and simple visual assets (infographics, graphics, GIFs, presentation slides)
• Ability to work as part of a team while being self-supporting
• Initiative and creativity in problem-solving

WHAT WE OFFER:
• A temporary employment contract for 6 months under Belgian law based on 38 hours per week, over 5 days
• Home working days
• The gross salary scale applicable to this position is 3,504,11
• A thirteenth month (proportionally to the period of the contract)
• a forfeiter amount of 123,95 € on top of the monthly salary for expenses related to the job
• reimbursement of public transport to come to work
• meal vouchers
• an extra-legal pension fund
• hospital insurance

TO APPLY:
• Please send your CV (paid and unpaid/volunteering experiences)
• a motivation letter which outlines why you would be a good fit for the role and the organisation (no more than 1 page)
• 2 references
• 2 Examples of communication tools developed

Special conditions:
• Availability to travel in Europe, when sanitary condition permits.

Please send your application to our Office Manager Sigrid Dahmen, sigrid.dahmen@eapn.eu, before April 28th COB.

Interviews will be held in the second week of May.