

WE'RE HIRING!

Press Officer at Zero Waste Europe and Rethink Plastic alliance

About Zero Waste Europe

The mission of [Zero Waste Europe \(ZWE\)](#) is to empower communities in order to redesign our relationship with resources. We campaign for zero waste strategies in Europe and beyond, and support local groups and change agents who have the potential to drive change in their region. Currently, ZWE is the only pan-European organisation specialising in waste issues from prevention to disposal and on local, national and European levels.

ZWE was created in 2013 in the Netherlands as an independent, nonprofit foundation aiming to:

- Promote Zero Waste strategies in Europe and elsewhere
- Act as a catalyst for European good practices in the field of circular economy, waste and resources
- Empower local groups to develop community-based strategies for the prevention, reduction, separation, recycling, and composting of waste
- Promote a responsible treatment of waste and prevention of non-sustainable solution such as incineration
- Increase awareness about the health effects of the current economy of waste disposal, and promote non-toxic alternatives
- Promote environmental and social justice

About the Rethink Plastic alliance

The [Rethink Plastic alliance](#) is the European policy arm of the Break Free From Plastic movement, and brings together the 10 leading European NGOs working on plastics policy at the EU level. Zero Waste Europe hosts the coordination of the alliance.



About the role

ZWE is looking for an experienced media relations specialist to join the Communications team. As a Press Officer you will deliver on strategies that generate high-impact media coverage on specific policy priorities and projects.

Strategic and proactive, you'll have good judgement and sound understanding of political, social and economic trends. You'll be up to speed with the rapidly-changing media landscape and have a strong eye for a story.

The role is responsible for helping to implement ZWE's and RPa's communications strategies by writing media plans, press releases, pitches, statements and blogs, and responding to media enquiries.

This position, based in Brussels, reports to the Communications Coordinator and is a member of the Communications Team supporting ZWE's and RPa's work.

Core responsibilities

- Managing and implementing media outreach designed to inform policymakers and other influential stakeholders
- Building strong working relationships with a comprehensive list of journalists, editors, producers and digital media in Brussels and in EU countries/cities
- Being responsible for both reactive and proactive media activity, managing press office enquiries and developing media campaigns
- Supporting spokespeople across the organisation with briefings, messaging and talking points for media interviews
- Being responsible for keeping abreast of news agendas and EU institutions issues, proactively identifying media opportunities
- Working with the Communications team to deal with crisis and issues, and collaborating with other team members (Policy Team and Management)
- Liaising with the press during times of crisis management or unexpected negative Public Relations incidents
- Creating and maintaining media lists and press materials, with full tracking and reporting
- Proofreading, and where necessary rewriting, statements from team members
- Ensuring the integration of digital and social media alongside any press and media campaigns
- Responding to media inquiries and being available for communications tasks outside of working hours on a reasonable basis

Person specification

Essential

- 5 years of experience required in media relations and campaign communications, preferably with nonprofit advocacy organisations
- Experience in securing earned media in Europe
- Understanding of traditional and social media
- Fluency in English (speaking and writing)
- Strong writing skills as will be writing press releases, articles, reports and content ensuring they reflect the organisations' style and messaging
- Ability to synthesise and summarise large amounts of information and identify, understand, and address different policy perspectives and tell complicated policy and research stories
- Good project management skills and attention to detail
- Ability to set short- and long-term planning goals in line with agreed strategy
- Demonstrated ability to meet tight deadlines and work under pressure
- Sound judgment, ability to make decisions, and be responsive, clear and sensitive with colleagues and partners
- Ability to work autonomously and to take leadership on projects
- Ability to work productively with a wide array of different and culturally diverse people
- Working knowledge of G Suite and Microsoft Office

Desirable

- An understanding of EU institutions and how they interact, experience working on topics related to EU policy
- Experience in creating and maintaining media lists from different countries and different languages
- Experience with environmental issues
- Experience with Mailchimp and Wordpress
- Social media community management experience (Twitter, Facebook, LinkedIn)
- Proficiency in French

Location, Compensation and Work Environment

This is a full-time position (38 hours/week) based in Brussels, requiring occasional travel to attend meetings and conferences.

It is an initial 5 months contract (until 31/03/2020), with the possibility to be extended to a permanent one.

We offer a competitive salary plus benefits, including lunch vouchers, vacation, maternity/paternity leave, and other similar employment protections.

Salary will be negotiated according to local standards and experience in accordance with ZWE's Salary Policy.

We are committed to supporting each other's work in an atmosphere of mutual trust and respect, and look forward to welcoming the successful candidate to the team and our network of members.

Start: immediate

Equal Employment opportunity

ZWE 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.

To apply

Please [follow this link](#) where you will be asked to fill in your basic information and send your CV and motivation letter with two references.

Position open until fulfilled.

Due to the high amount of requests, only short-listed candidates will be contacted.

If you have any questions please contact us at jobs@zerowasteurope.eu

