

## WE'RE HIRING!

### Communications Officer for Break Free From Plastic in Europe at Zero Waste Europe

#### About us

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 organization specialising in waste issues from prevention to disposal and on local, national and European levels.

ZWE is an independent nonprofit association created in late 2013 in the Netherlands 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 landfilling and incineration;
- Increase awareness about the health effects of the current economy of waste disposal, and promote non-toxic alternatives;
- Promote environmental and social justice.

We are a successful and fast-growing NGO where personal development, fairness and inclusiveness are high on the agenda.

#### About the Break Free From Plastic movement

Break Free from Plastic is a global movement envisioning a future free from plastic pollution. Since its launch in September 2016, 1400 organisations from all over the world have joined the movement to demand massive reductions in single-use plastics and to push for lasting solutions to the plastic pollution crisis. Zero Waste Europe is host to the coordination of the European chapter of the movement. To know more please visit [breakfreefromplastic.org](https://breakfreefromplastic.org)

#### About you

You are a creative, passionate, organised person, experienced in strategic communication and online marketing. You know how to design and implement communications campaigns, track

progress, manage collected data and build creative ways to engage with your audience. You are very good at anticipating challenges, jumping on opportunities and quickly finding creative solutions. You excel at personal relations and enjoy teamwork; you are capable of running different tasks simultaneously and like working in an international environment.

## About the role

The Break Free From Plastic (BFFP) European Communications Hub Officer is responsible for the co-creation and implementation of key communications strategies to support the achievement of the global and European objectives of the Break Free From Plastic movement.

### 1. Design communications strategies, campaigns and tools

- Develop communications strategies, plans and programs on plastics pollution and ensure the successful implementation of BFFP comms projects globally and in coordination with key stakeholders;
- Conceptualise, write, edit, produce and distribute Break Free materials for offline and online use by partners and allies in the region including press releases, briefing papers, reports, brochures, op-eds, articles, letters, videos, photo stories, memes, infographics, etc. Coordinate lay-out, printing and publication of Break Free materials into high-quality creative and user friendly products;
- As agreed/delegated, provide communications leadership (Europe and globally) to specific projects, including provide branding advice and communications sign off to communications tools and outputs;
- Facilitate as required, regional communications working groups or project based communications teams from the movement.

### 2. Implement priority communications strategies

- Craft audience-appropriate messaging, using appropriate tactics and platforms. Ensure coherence and consistency of messaging by Break Free allies and partners, based on agreed global communications strategy;
- Develop, manage and maintain relationships with print, broadcast and online journalists, editors and other media decisions-makers in Europe. Manage the database of these contacts and facilitate media requests with movement partners and external suppliers;
- Push stories from member organisations and help amplify these stories using various communication platforms. This includes organising and implementing press events and activities, including necessary logistics for identified movement activities;
- Contribute to building a strong, vibrant and engaging social media presence for the Break-Free from Plastic Movement;
- Support communications tools needs for global 'peaks'.

### 3. Support communications capacity in Europe for BFFP

- Provide guidance and advice to partners and allies in the region towards aligning the communications strategies of movement members and partners on plastic pollution;
- Develop a community of practice around communications within the movement and build the communications capacity of movement partners and allies in the region via the provision of skill shares, trainings etc;
- Deliver comms capacity building activities for the European members as aligned to Comms Hub and BFFP priorities.

### 4. Supervise and align as required

- Provide support to any European country based Communications Officers to ensure alignment to BFFP Global priorities;
- Oversee third-party contractors depending on projects (i.e. graphic designers, web administrators, contractors, etc.).
- Budget management as required or delegated.

### 5. Contribute to part of a global team

- Maintain records of media coverage and collate analytics and metrics;
- Provide regular updates, media and audience related analysis from Europe;
- Participate in various BFFP, Communications Hub meetings and working groups;
- Other duties as agreed through workflow management.

## Person specification

### Experience

#### Essential

- At least three-year of experience in developing and implementing communications strategies and campaigns.

#### Desirable

- Experience in capacity and movement building, training and developing materials to support this;
- Experience working with distance based teams.

### Knowledge, skills and understanding

#### Essential

- Demonstrated capacity for issue and audience analysis, strong presentation and persuasion skills including advanced skills in communicating complex issues to the public;
- Computer literate, and experienced with new media technologies and social networking tools; good command of Adobe suite (or similar), Mailchimp, Wordpress, G Suite and social media community management experience (Twitter, Facebook, LinkedIn).

## Desirable

- Ability to speak or write in other regional languages;
- Bachelor's degree in the field of communications or journalism or a related field;
- A strong understanding, knowledge and contacts within, European regional media landscape, alongside knowledge of key global media markets;
- Experience in network development and/or within people's movements, or within the NGO environment;
- Basic HTML and CSS, Google Analytics and online marketing techniques a plus;
- Passion for social and environmental justice, and a commitment to communications strategies which elevate the work of our grassroots membership and create a space for communities to speak for themselves.

## **Personal qualities**

### Essential

- Collaborative team-player with strong interpersonal communication skills and demonstrated experience in working with people from different cultures and nationalities in the region;
- Demonstrated ability to turn projects around in a timely manner, maintain attention to detail, and adhere to deadlines;
- Flexible, open, adaptive, responsive and resilient. Takes initiative and is outcome and solution focused;
- Willingness to travel internationally on a regular basis, and flexibility in working with international staff, including biweekly calls outside of regular work hours.

## **Location, Compensation and Work Environment**

The initial contract will be until the end of year, with the possibility to be extended to a permanent one. A valid working permit for Belgium is required.

We offer a competitive salary plus benefits, including lunch vouchers, a 13th month proportionate to your time worked during the year, 20 vacation days plus 4-10 extra-legal holidays, travel insurance, additional maternity/paternity leave, and other similar employment

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protections. Salary will be negotiated according to a transparent bandwidth defined by the internal salary policy of the organisation and depending on your experience.

We take pride in our ability to support one another's work in an atmosphere of mutual trust and respect, and look forward to introducing the successful candidate to our welcoming and highly motivated team and network 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, motivation letter with references and two samples of existing communication or marketing projects you have implemented.

Deadline for application: **8th of March, 19:00**

If you have any questions please contact us at [jobs@zerowasteurope.eu](mailto:jobs@zerowasteurope.eu) by email stating in the subject Reference: BFFP Comms- no calls please.

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