



WE'RE HIRING!

Digital Marketing Intern for the Mission Zero Academy

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 organisation specialising in waste issues from prevention to disposal and on local, national and European levels. ZWE is the European chapter of the [Global Alliance for Incinerator Alternatives \(GAIA\)](#).

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 solutions 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.

The **Mission Zero Academy**, a spin-off of Zero Waste Europe, will enter a new phase of development in February 2021. The Academy will make resources and expertise accessible for those working on resource management and circular economy topics.

It will provide services and resources which have specifically been designed to help train and support local stakeholders in the design and implementation of zero waste strategies in municipalities and businesses.

Likewise, Zero Waste Europe and its member organisations designed a certification system for [Zero Waste Cities](#), which will be part of the ZW Academy services.

For further information, please read our "[When a certification becomes more than just a certificate](#)" blog post.



About the ZWE Academy

[The Academy](#) is ZWE's knowledge and capacity building hub. Together with our members in Europe we provide local decision-makers with direct experience and knowledge, in order to assist the implementation of zero waste plans and policies at the city level.

The Academy gathers tools, resources, online and offline learning opportunities, delivered by the experts who have been behind Europe's transition towards zero waste so far.

It started as a project in late 2018 and enters today in the next development stage with the upcoming launch of Zero Waste Certification & Label schemes and the related need to further structure and develop the Academy.

About you

You have an interest (and some degree of experience) in the implementation of digital marketing strategies, social media and community-building, and maintaining relationships with customers and experts. You have an interest in environmental topics and believe that municipalities and small businesses are crucial to fully achieve a transition towards a circular economy and the zero waste model. You are comfortable with fast-paced work environments and at ease with rapidly-developing plans. You love creating protocols for recently created tools and ensuring that anyone is able to work with them. You should relish the opportunity to start and grow a project/entity from the very beginning.

About the role

The Digital Marketing Intern will join the Mission Zero Academy coordination team within Zero Waste Europe. They will also be integrated in the general ZWE team as part of the Communications unit, but they are expected to devote their time to the Academy's marketing and communications activities. They will be managed by the Mission Zero Academy Coordinator and by the Communications Coordinator, and work closely with the rest of the Mission Zero Academy team (which includes ZWE's Associate Director and the Zero Waste Cities Coordinator).

- Support the Academy Coordinator and the Communications Coordinator in:
 - The build-up to, the launch, and post-launch activities of the Mission Zero Academy
 - The development and implementation of marketing plans for existing and upcoming Academy services
 - Service design from a marketing perspective
 - Update the Academy's stakeholder databases
 - Any Academy press and media handling activities



- The creation of protocols and user-guides for each Academy communication channel and tools
- Ensure the smooth implementation of the activities laid out in the Academy Communications Strategy and Plan documents, including:
 - Day-to-day management of the Academy's social media accounts
 - Creation of a monthly social media calendar for the Academy
 - Drafting, publishing and promotion the Academy newsletters
 - Regular updates of the Academy website (textual, visual, audiovisual content)
 - Drafting and sending direct mailing opportunities to the Academy audience lists
 - Creation of Academy visual content as per the Branding Guidelines document, to be used on communications channels
 - Support the drafting and publication of marketing content for the Academy website (e.g. blog posts from experts, success stories from customers,)
 - Collect monthly statistics from the Academy's communications channels analytics

Person specification

Experience

Essential

- Basic (proven) experience in customer service, social media, A/B testing, and digital marketing including university projects

Desirable

- Experience of working within an organisation with commercial activities
- Demonstrated understanding of customer service relationships
- Experience in product launching
- Liaising with external experts and suppliers

Knowledge, skills and understanding

Essential

- University degree with a strong marketing component (e.g. Communication Sciences, Marketing, Business Administration)
- Excellent command of spoken and written English - as well as the ability to work with non-native English speakers
- Previous use and knowledge of Wordpress as a CMS tool

Desirable

- Any extra European languages will be considered a plus
- Understanding of environmental issues, in the field of resource & waste management, climate or environmental justice



- Solid IT competences with collaborative tools (Google Drive, Slack, Trello)
- Comfortable with visual creation tools such as Canva or Adobe tools

Personal qualities

Essential

- Outstanding communication and interpersonal abilities
- Initiative, self-motivation and team player
- Problem-solving attitude and results-oriented
- Commitment to accuracy, efficiency and a high standard of work
- Ability and willingness to use initiative and help to make decisions under pressure and uncertainty
- A commitment to Zero Waste Europe and the Mission Zero Academy's ethos and network structures
- Willingness to work with flexible schedule and remotely, as required

Location, Compensation and Work Environment

This is a full-time position based in Brussels. The contract will be closed for a **6-month period**.

The internship contract will be done via the Convention d'Immersion Professionnelle (CIP) under the Belgian Law, with a remuneration based on CIP's established rates. Due to the CIP requirements and conditions, the selected candidate will need to either live in Belgium or be willing to move to Belgium during the duration of the contract (candidates need to provide a Belgian address)

Please note that a valid working permit for Belgium is required for all candidates.

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 date: As soon as possible, but **no later than mid- January 2021**.

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 send your CV, motivation letter with two references (all in English) by filling in the following form:

<https://docs.google.com/forms/d/e/1FAIpQLSebexasoIN9kIpQY9mhaGXRiauJ0YODsD1-hFdFdrH>



[S2Jn1g/viewform?usp=sf_link](https://s2jn1g/viewform?usp=sf_link). We can only guarantee that short-listed candidates will be contacted. Position remains open until filled.

Deadline to apply: 4th December 2020, at 23:59 CEST. Interviews will take place via Zoom during w/c 7th December 2020.