

## WE'RE HIRING!

### Communications Officer for Break Free From Plastic in Europe

hosted by Zero Waste Europe

#### About the Break Free From Plastic movement

Break Free from Plastic (BFFP) is a global movement envisioning a future free from plastic pollution. Since its launch in September 2016, 2500 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 hosts the coordination of the European chapter of the movement.

To know more please visit [breakfreefromplastic.org](https://breakfreefromplastic.org).

#### About Zero Waste Europe

The mission of [Zero Waste Europe \(ZWE\)](https://zerowaste.eu) 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.

Created in late 2013 in the Netherlands, ZWE is an independent nonprofit association 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.

#### About you

You are a creative, passionate, organised person, as well as experienced in strategic communications and digital storytelling. 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; are capable of running different tasks simultaneously; and like working in an agile international environment. You either have experience working with multiple managers or have an openness to it. You are passionate about environmental and social justice, with a particular interest in plastic.

## About the role

The BFFP European Communications Officer is responsible for the co-creation and implementation of key communications strategies to support the achievement of the European and global objectives of the BFFP movement.

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

- Develop communications strategies, plans, and programmes on plastics pollution, and ensure the successful implementation of BFFP communications projects globally and in coordination with key stakeholders, including the Global Communications Lead and the European Coordinator;
- Conceptualise, write, edit, produce, and distribute BFFP 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 BFFP materials into high-quality, creative, user friendly products, in coordination with BFFP Digital Strategist;
- As agreed/delegated, provide communications leadership (in Europe and globally) to specific projects, including branding advice and communications sign-off on 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 BFFP allies and partners, based on agreed global communications strategy processes;
- Develop, manage, and maintain relationships with print, broadcast, and online journalists, editors, and other media decisions-makers in Europe. Manage the media contacts database and facilitate media requests with movement partners and external suppliers;
- Push stories from member organisations and help curate and amplify these stories using various communication platforms. This includes organising and implementing press events and activities, as well as the necessary logistics for identified movement activities;
- Contribute to building a strong, vibrant, and engaging social media presence for the BFFP movement;
- Support communications tools needed 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 through the provision of skill shares, trainings, etc;
- Deliver communications-centric capacity-building activities for the European members, in line with the Comms Hub and BFFP priorities.

#### **4. Supervise and align as required**

- Provide support to any European country-based Communications Officers to ensure alignment with BFFP Global's 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, as well as 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 years of experience in developing and implementing communications strategies and campaigns.

##### Desirable

- Experience in capacity- and movement-building; training; and development of supporting developing materials;
- Experience working with distance-based teams;
- Working knowledge of plastics policy in the EU;
- Experience with complex organisational structures;
- Experience with movement-building and advocacy.

#### *Knowledge, skills and understanding*

##### Essential

- Demonstrated capacity for issue and audience analysis, as well as strong presentation and persuasion skills - including advanced skills in communicating complex issues to the public;
- Fluency in English;
- Computer literacy and experience with new media technologies and social networking tools; good command of Adobe suite (or similar), Mailchimp, Wordpress, and G Suite;
- Experience in social media community management (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 and knowledge of, and contacts within, the 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 are a plus;
- Passion for social and environmental justice; as well as 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 working hours.

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

This is a full-time position with a Belgian contract . We offer flexibility in terms of partially working from home, but candidates are expected to be able to commute to the Brussels office on a regular basis and when the job requires (this will be in agreement with your Line Manager). A valid working permit for Belgium is required.

The initial contract will be until the end of year, with the possibility to be extended to a permanent one.

We offer a competitive **gross salary in the range of €2705-3017/month**, which is fully calculated according to your transferable years of experience, the requirements of the current job offer, and our internal salary policy.

In addition to this, we offer benefits such as lunch vouchers; a 13<sup>th</sup> month proportional to your time worked during the year; 20 vacation days plus 4-10 extra-legal holidays; and travel insurance. We are also open to considering hiring on a freelance basis, should you be unable to relocate to Belgium in the near future.

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.

Starting date: 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. All these materials should be provided in English.

If you have any questions, please contact us at [jobs@zerowasteeurope.eu](mailto:jobs@zerowasteeurope.eu) by email stating in the subject *Reference: BFFP Comms*. Please do not send your questions via phone. Please note that applications via email will not be accepted - only through the application form provided through the link above.

Deadline for application: **21<sup>st</sup> of July 2021, 19:00 CET**

First round interviews to take place on the **27<sup>th</sup>, 28<sup>th</sup> and 29<sup>th</sup> of July 2021 in the afternoon**.

Selected candidates will be requested to carry out an assignment (1h30 max) before the final round.

Final round of interviews to be held on the **2<sup>nd</sup> August in the afternoon and evening**.

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