



## We're hiring!

### Communications & Network Officer

- **Type of position:** full-time (open-ended contract)
- **Location:** Brussels-based (hybrid work setup – 50% from ZWE office, 50% from home)
- **Starting date:** as soon as possible (ideally, no later than 21 August 2023)
- **Application deadline:** 9 June 2023, at 23:59 CEST

### About us

[Zero Waste Europe \(ZWE\)](#) is the European network of communities, organisations, local leaders, experts, and change agents working towards the elimination of waste in our society. We advocate for sustainable systems and the redesign of our relationship with resources, to accelerate a just transition towards zero waste for the benefit of people and the planet. The ZWE network now includes 35 members from 28 European countries and works with topics across the whole chain.

From product design to reusability to end-of-pipe waste management solutions, from the phase-out of plastics to municipal zero waste strategies, our scope has significantly expanded but our mission and vision remain the same – a zero waste, fairer, inclusive, circular Europe for all (and planet, too, while we're at it). We are a successful and fast-growing independent NGO where personal development, fairness and inclusiveness are high on the agenda.

We are the proud founders of the [Mission Zero Academy \(MiZA\)](#), through which we offer zero waste certifications to cities, municipalities and small businesses; we are founding member of various movements and coalitions that are hosted under our entity (such as [Break Free From Plastic](#)), and are the European chapter of the [Global Alliance for Incinerator Alternatives \(GAIA\)](#).

### Our ZWE Values

- We are **purpose-driven**, always putting forward a solution-oriented approach.
- We are **game-changing** – we challenge the status quo, explore emerging topics and create a safe space to succeed (and to recover from setbacks).
- We are **adaptable**, constantly striving towards learning and improving; open to change and taking agency



- We believe that acting with **integrity** is crucial to achieving impact and change, both inside and outside our network.
- And we **care** deeply about our communities, the environment, and systemic changes that benefit society as a whole – while also looking after ourselves and our own well-being as a team and as individuals.

## **About you:**

You are an impact- and values-driven person, and able to see the big picture whilst taking care of the details. You have experience in communications (digital communications, project communications, organisational communications) and relish being responsible for your own projects. You have a clear vision for communication activities, and you are excited to propose ideas and strategies to improve processes, structures, and activities – as well as implementing them.

Likewise, you have an interest in movement building and experience of working with member organisations across borders; and are adept at coming up with the best communications and strategy for our activities, taking into account not just the goals of the direct team but how the activities impact our movement building goals and the network.

Last but not least, you are interested in environmental matters, and have a social justice, just transition & global mindset approach to it. You are adept at facing complex situations, are passionate about the zero waste vision, and are well aware of the multiple challenges the world is facing today.

## **About the role**

We are looking for a Communications & Network Officer to join the ZWE team.

This role will be fully embedded in the ZWE Comms Team and report to the Head of Communications.

The Communications & Network Officer will join the other members of the Communications Team in the development and implementation of communications activities; and be accountable for ensuring strategic coherence to ZWE's communication strategy.

At the same time, this role will be the main Communications representative to our members/network; as such, they will also work with the ZWE Network Team to implement our Network Strengthening Plan and improve our communication activities with, for, and by member organisations.



## **Expectations and responsibilities**

The (non-exhaustive) core responsibilities of the Communications & Network Officer will be to:

### As part of the overall ZWE Team:

- Participate in the monthly and quarterly meetings and contribute to the development of strategies and planning overviews, as well as team retreats, AGMs and other relevant meetings as ZWE Team member.
- Contribute to ZWE reporting.
- Improve existing procedures and ways of doing, both in your direct area of work and, when needed, in the organisation as a whole.

### As part of the ZWE Comms Team:

- Be the main contact point within the Communications Team for the network of ZWE members:
  - Provide external comms support/advice to members where needed, including coordinating translation of publications in national languages, branding, etc
  - Responsible for the development, strategy, and implementation of the ZWE Changemakers series.
  - Identifying stories and reaching out to members for interviews and blogs, and other content matters.
  - Being responsible for Members-centric appointments in the Editorial Calendar.
  - Be the lead Comms Officer for our movement-building blueprint project, in close cooperation with the members involved.
  - Be the lead Comms Officer for the ERIC project on reuse in cities (TBC).
- Build overall communications strategies: help set up structures and proactively contribute to effective communication and outreach. This work will consist of:
  - Identifying and setting up the internal tools for online communications and campaigns
  - Analysing the impact of communication campaigns, preparing measurement reports and proposing improvements aiming to maximise the engagement of visitors/users/followers.
  - Lead the implementation of communication campaigns and undertake actions to develop relationships with target audiences, including;



- Identifying target audiences, including running market research, and creating strategies to effectively engage them.
- Online communication campaigns.
- Managing engagement tools:
  - Writing, editing and proofreading communication materials for different channels (achievements texts, guides, blog posts, etc.).
  - Writing and producing newsletters;
  - Updating the Zero Waste Europe and Zero Waste Cities websites, as well as improving their UX experience from a Comms/audience point of view.
  - Managing ZWE's social media channels - always taking into account a community engagement and solution-oriented approach;
  - Leading the publication and distribution of materials - either in-house or by leading the liaison activities with suppliers (designers, videographers, photographers, proofreaders, translators, ...)
  - Support the Zero Waste Live! webinars series by implementing communications and promotion activities.
  - Provide comms strategy and input to in-person events (pre-, during, and post-event).
- Be the contact ZWE Comms representative within the communications group of the Rethink Plastic alliance.

#### As a direct contribution to ZWE's Network Team:

- Work with the Network Coordinator to ensure strong internal communications with the ZWE network, including through regular newsletter with and for members, online meetings, improved online tools, better organisation of information, etc.
- With the Network Coordinator, support ways to ensure information about members is shared and captured effectively within ZWE.
- Be the lead Comms Officer for members-centric or -related meetings, including the ZWE Network-Wide Gathering and the ZWE Annual General Meeting.

## **Required skills and competencies**

### General skills



- A minimum of 3 years experience in a Communications role (particularly a projects/digital communications one) is desired.
  - If lacking this minimum experience, but making it up with passion, drive, or capabilities, please tell us more in your cover letter.
- Proficient in English.
- Excellent communication and writing skills (editing and copywriting included).
- Comfortable with democratising technical topics (i.e. making materials/messages understandable to different audiences).
- Experience with membership- and/or movement building-oriented communications.
- Familiar with communications plans and strategies.
- Comfortable with communications implementation activities.
- Adept at developing, implementing, and following up on members-centric communication strategies and activities.
- Basic Communications-related IT skills (Slack, Trello/Zoho/CRM databases, Google Suite, Canva, WordPress website back office, Meltwater, ...).
- Familiarity with social media management and community-building (ZWE's preferred social media channels: Twitter, LinkedIn, Instagram).

#### Personal qualities

- Attention to detail and an inquisitive/curiosity-centric approach to work.
- Outstanding communication and interpersonal abilities.
- Commitment to accuracy, efficiency and a high standard of work.
- Adaptability to multicultural environments.
- Initiative and self-motivation. You are a team player, proactive, and comfortable with having/creating agency to lead their own projects/activities.
- Problem-solving attitude and results/impact-oriented.
- A strategic and impactful approach to communications:
  - Capacity to evaluate what's impactful (and what's not) to achieve ZWE's goals.
  - Purpose-driven approach with a focus on solution-oriented messages and approach.



- A strong commitment to Zero Waste Europe's ethos, core values, and network structures:
  - Self-awareness and ability to assess the work done (be it individual or joint work):
    - Striving towards learning and improving;
    - Pinpointing improvements for the future.
  - Good prioritisation skills.
  - Ability and willingness to use initiative and take decisions under pressure and uncertainty.
  - Willingness to work with a flexible schedule, as required, while still being mindful and respectful of one's own and others' boundaries.

#### Preferred skills and competencies

- A university degree in a relevant field (including – but not exclusive to – communications, journalism, marketing, environmental studies, sociology, European studies, international relations, ...).
  - If lacking this point, but making it up with experience, passion, drive, or capabilities, please tell us more in your cover letter.
- Knowledge of, or interest in, environmental issues (in the field of resource & waste management, climate or environmental justice).
- Previous experience in member-centric or client-facing workplaces.
- Other languages, apart from English, are a plus.
- Some degree of previous experience or familiarity with policy communications at the EU level or national level would be a plus.
- (Audio)visual skills (video and/or audio editing, comfortable with leading on the development of audiovisual materials and liaison with necessary suppliers, etc.).

### **Equal Employment opportunity**

We are 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. We also realise that not all individuals have the same opportunities to engage in paid work or studies and are open to receiving applications from those who may not fulfil all the required



skills but have the interest, passion, (cap)abilities and drive to fulfil the role. In this respect, we encourage people from a diverse intersection of backgrounds to apply.

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

**This is a full-time position with an open-ended contract based out of our Brussels office**, under a hybrid working setup with a split 50/50 working from home vs from the office.

**Candidates must already have a valid working permit for Belgium** – please note that ZWE is not able to provide working permit sponsorships.

**We offer a competitive NGO salary (€3041-3792 gross) plus benefits, including:**

- Lunch vouchers (8€/day); 13th month (year-end bonus);
- Double holiday pay (Belgian standard);
- 20 vacation days plus 6 extra-legal holidays + 4 days between Christmas and New Year;
- Hospitalisation; Ambulatory and Dental Insurance (DKV);
- Travel insurance; home working and other allowances (€150.00-220.00 net/month); full coverage of public transport costs for commuting (minimum €49.00 net/month); and flexible working hours/times.

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

## **To apply:**

**Please send (all merged into a single PDF document) before 9 June 2023 23:59 CEST:**

- Your cover letter (maximum 1 page) telling us what you can bring to ZWE and your motivation for applying;
- Your CV in English with two references.

**Your application must be sent through the appropriate form on the ZWE website** (["Work With Us" page](#) – Communications & Network Officer form). Only the applications sent via this form will be taken into account. We can only guarantee that short-listed candidates will be contacted.



The position remains open until filled. Interviews will be conducted on a rolling basis. We encourage potential candidates to submit their applications when ready, and not to wait until the final deadline.

**Our 2-round interview process will include:**

- A first round of online screening interviews taking place before 23 June 2023.
- A 2h assignment for selected candidates after round 1, taking place during a selected time by the candidate before the second and final round of interviews.
- A second and final interview round will ideally take place before 7 July 2023 (either online or in-person for candidates already in Belgium).