

## Job announcement



### Eurogroup for Animals

#### Communications Officer – Farm Animals

**Location:** Brussels preferred, other CET location to be considered (hybrid work possible).

**Reports to:** Communications Manager (based in Brussels).

**Salary:** Competitive salary, with benefits.

#### **Background**

[Eurogroup for Animals](#) is the pan-European animal protection organisation which unites the voices of leading national and international organisations. We work to improve the welfare of as many animals as possible by leading and delivering coordinated advocacy and campaigns at European level. Only by legislating at EU level can we be sure that animals will be respected as sentient beings across the Member States. Eurogroup uses its knowledge and expertise to challenge EU decision makers and bring about positive change. By uniting our members and working together we magnify the national activities to get our message across at European level.

#### **Purpose of the role**

We are seeking a highly motivated and skilled colleague to reinforce Eurogroup for Animals' Communications Team in support of our advocacy efforts on farm animal welfare. The focus of this position then is to increase the profile of our farm animal advocacy work across our communication channels by conceiving and implementing high-impact communications actions and campaigns on farm

animal welfare. The work includes a strong focus on content creation and production, data and impact analysis and engaging our members in coordinated communications work. The scope of the work mainly concentrates on chicken but also covers thematic issues as the transport of live animals, slaughter, and food policy.

### **Primary responsibilities**

- Develop and implement dedicated micro- communication strategies and campaign efforts for the farm animal advocacy projects, specifically on key events or other important moments, e.g., European Parliament votes.
- Source, edit and post quality farm animal welfare content across our communication channels and ensure our website remains lively and up to date on those issues.
- Produce farm animal welfare related publications and other off-line and online products, including whenever necessary dedicated web pages.
- Work with Eurogroup for Animals' Communications Team to ensure optimal and timely coverage of farm animal welfare issues across our digital communications channels.
- Engage and support member organisations working on farm animal topics to foster cross-pollination and collaboration.
- Contribute to the communications content pipeline with updates on farm animal members campaigns (translate, write articles, produce social media outputs, develop communications products).
- Work closely with the Programme Leaders and Officers to translate technical content into accessible language for Eurogroup for Animals' key audiences.
- Liaise with external suppliers (professional proof-readers, translators, graphic designers, etc.).
- Analyse digital communication performance through analytic systems (e.g., Google/Twitter Analytics) and impact of other activities (events, campaigns, etc.).
- Develop a "community" of animal advocacy communication professionals among our member organisations particularly active on farm animal welfare to foster exchange, knowledge and expertise and maximize our collective communications impact.

### **Person specification**

#### **Essential Skills and Qualifications**

- 3 to 5 years' experience in communications, within the not-for-profit or private sector, or as consultant.
- Fluency in English (spoken and written).
- Strong writing skills.
- Proven ability to produce results within tight deadlines and under pressure.
- Ability to multitask.
- Excellent project management skills and attention to detail.

- Excellent computer proficiency (Google Workspace, Google Analytics).
- Demonstrated online communication/marketing experience (social media and mailing systems).
- Outstanding proven time management and organisational skills.
- Good ability of working as a team member and independently.
- Affinity with animal welfare issues and commitment towards Eurogroup for Animals' mission.

### **Desirable Skills and Qualifications**

- An understanding of EU Institutions.
- Knowledge of at least one other European language.
- Knowledge of Salesforce, Pardot, Drupal, Adobe Suite and/or Canva (or similar) and Meltwater.
- Ability to use Project Management tools.

### **Employment Contract**

38 hours per week, unlimited employment contract under Belgian law. Contract subject to funding renewal. Competitive remuneration and benefits package offered. A valid EU working permit is required.

### **How to apply**

Please send a letter of application stating the skills and approach that you would bring to the post with your CV/resume (no photos) in English and in strict confidence by email only to Isabel Leal at [isabel@darylupsall.com](mailto:isabel@darylupsall.com). Please ensure that they are sent as pdf documents with the titles "your name cover letter" and "your name CV.0" Please put "Eurogroup – Communications Officer" in the email subject line. Also please let us know where you saw the post advertised.

**The deadline for applications is Sunday 10<sup>th</sup> July 2022**

*Daryl Upsall International actively promotes equality, diversity, and inclusion. In recruiting candidates, we seek candidates with the proven skills required, irrespective of race, gender, religion or belief, age, disability, or sexual orientation.*