

Job announcement



Press Officer

Location: Preferably based in Brussels, other European countries might be considered

Annual salary: Commensurate with experience

Status: Full-time

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 Role

The European Commission is revising all the Animal Welfare laws and the opportunity for a systemic change to our entire relationship with animals has never been greater within the European Union, not only in direct relation to animal welfare but also in relation to how we in Europe eat, farm and manage our land and seas. This new role will be a vital part of the team working on the revision and on the next European Elections.

We are seeking the help of a highly motivated and skilled colleague to reinforce Eurogroup for Animals' Communications Team in support of our advocacy efforts. The main focus of this position is to handle relations with the media on behalf of Eurogroup for Animals and work to promote its image (traditional print media and online outlets, television, radio, and social networks).

Primary responsibilities

- Prepare and issue statements regarding actions taken by the organisation (publications launch, campaigns, events, etc.).
- Write clear, concise and effective press releases and prepare press kits.
- Talk to journalists and generally maintain relations with the media.
- Manage interview slots in close cooperation with the Communications and Political Affairs Managers.
- Systematically monitor the media coverage and visibility of the organisation by creating and circulating press reviews.
- Increase the organisation's media database in accordance with the Public Affairs and Fundraising strategies.
- Respond to crisis situations and provide media advice to senior management when necessary.
- Support spokespeople across the organisation with briefings, messaging and talking points for media interviews.
- Keep abreast of news and EU institutions agendas, proactively identify media opportunities.
- Organise press conferences and other media events.
- Coordinate with the communications team with regard to social networks posts.
- Maintain good relations with news agencies, journalists, bloggers, etc.
- Attend events, conferences and other relevant moments in Brussels and, if needed, in other countries.
- Identify and engage with key players in the political and policy landscape.
- Work closely with the Policy Teams to translate sometimes technical insights into accessible language.
- Write blog entries, proofread texts and generally contribute to written content.
- Strategise with relevant communications and policy colleagues on how to most efficiently reach our target audiences.
- Develop a "community" of animal advocacy communication professionals among our member organisations to foster exchange, knowledge and expertise and maximise our collective communications impact.
- Occasionally develop training, coordinate and facilitate the cooperation with Eurogroup for Animals' member organisations.

Essential Skills and Qualifications

- 5 years of experience in media relations and campaign communications (consultancy, NGO or industry sectors).
- Fluency in English (spoken and written).
- Excellent writing and communications skills.
- Proven experience in securing earned media.
- Networking ability (the ability to form a network of contacts among journalists, bloggers and other stakeholders).

- Ability to organise and manage media events.
- Understanding of and deep knowledge of the Brussels environment and its media landscape.
- A passion for EU dynamics and the abilities to track the bubble's movement across media (including Twitter).
- Proven ability to produce results within tight deadlines and under pressure.
- Ability to multitask.
- Excellent project management skills and attention to detail.
- Good ability of working as a team member and independently.
- Entrepreneurial and creative.
- Proactive and solutions-oriented.
- Excellent computer proficiency (Google Workspace, Google Analytics).
- Affinity with animal welfare issues and commitment towards Eurogroup for Animals' mission.

Desirable Skills and Qualifications

- Knowledge of at least one other European language.
- Knowledge of the animal welfare sector and affinity with animal advocacy.
- Knowledge of Meltwater, Salesforce, Pardot and Drupal.
- Ability to use Project Management tools.

Terms and conditions:

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.

To apply for the post please send the items below to Ruth Gardner at ruth@darylupsall.com:

- A letter of application stating the skills and approach that you would bring to this post and include your salary expectations and two references and how you heard about this position.
- Your CV in English (Pdf format)
- Samples of your work (published press releases, blogs and other written materials if relevant)

Please ensure that they are sent as pdf documents with the titles "your name cover letter" and "your name CV" Please put "Eurogroup – Press Officer" in the email subject line. Also please let us know where you saw the post advertised.

The deadline for applications is Sunday 11th of December 2022



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