

## Job announcement



## Social Media 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 oversee Eurogroup for Animals interactions with its different audiences by implementing social media channel content and strategies, and to draft and execute social media strategies for community growth and engagement.

### **Primary responsibilities**

- Lead on community management and run high profile social media campaigns, including reactive and proactive communications.
- Work with the Communication Team and collaborate with EfA's members to create innovative content across EfA's social media channels.
- Use social media management and analytics tools to measure and track performance, develop insights and recommendations for optimisation, and provide reporting and analysis.
- Draft and execute social media strategies for community growth and engagement, including organic and paid activities.
- Write compelling copy and design visuals for social media channels.
- Identify and engage with social influencers.
- Advise EfA Communications Team on social media tactics and best practices.
- Explore emerging digital trends and tools.
- Work closely with the Policy Teams to translate sometimes technical insights into accessible language for our key audiences.
- Write blog entries, proofread texts and generally contribute to written content.
- Liaise with external suppliers (professional proof readers, graphic designers, etc.).
- Contribute to the content pipeline and optimise communication impact towards our key audiences by strategically managing content dispatching across our respective communication channels and products.
- Streamline communication outputs so as to comply with one consistent quality approach.
- 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 digital training, coordinate and facilitate digital cooperation with Eurogroup for Animals' member organisations.

### **Essential Skills and Qualifications**

- 3 to 5 years' experience in communications (consultancy, NGO or industry sectors).
- Fluency in English (spoken and written).
- Demonstrable experience in managing social media accounts (Instagram, Facebook, Twitter, LinkedIn).
- Demonstrable experience creating written and visual content for different channels.
- Demonstrable experience of growing and maintaining a digital audience.
- Highly creative with experience in identifying target audiences and opportunities for engagement.

- Ability to tell a story with data, translating data into meaningful insights and actionable recommendations.
- Up-to-date with the latest trends and best practices in social media.
- Demonstrated understanding of META marketing.
- 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).
- Outstanding proven time management and organisational skills.
- Entrepreneurial and creative.
- Proactive and solutions-oriented.
- Good ability of working as a team member and independently.

#### **Desirable Skills and Qualifications**

- Knowledge of the animal welfare sector and affinity with animal advocacy.
- Understanding of the Brussels environment and its media landscape.
- Experience with video content creation.
- Experience with Tik Tok.
- Knowledge of at least one other European language.
- Proficient with Adobe suite.
- Knowledge of Salesforce, Pardot, Drupal, Canva (or similar) and Meltwater.
- 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](mailto: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)
- Your social media portfolio including two case studies.

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

**The deadline for applications is Sunday 11<sup>th</sup> of December 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.*