

## Communications Officer

### Job announcement

#### About Wetlands International European Association

Established in September 2013, Wetlands International – European Association (Wetlands International Europe) is the single network organisation in Europe bringing together 12 NGOs whose shared mission is to inspire and mobilise society to safeguard and restore wetlands for people and nature. Our ambition for the period 2020-2030 is to upscale action to safeguard and restore wetlands, collaborating with multiple partners and mobilising a wide range of actors to transform whole landscapes and sectors. Our access to cutting-edge science, combined with our understanding of EU policies, the on-ground experience from our members, partners and their networks, in addition to our own global network, makes us a credible and effective advocate for improving European policies and practices.

We operate with a growing Secretariat of more than 20 people, being our key priority to raise the voice of our members in Europe, share knowledge, improve policies and build capacities among stakeholders. For more information, please consult <https://europe.wetlands.org/>

#### The overall purpose of the job

Wetlands are the ecosystem in the worst condition across Europe whilst being the most important in terms of confronting the climate and biodiversity crises that we are experiencing. Wetlands International is a rapidly growing organisation with big ambitions to reverse this situation. We want to enable large scale wetland conservation and restoration by connecting state of the art knowledge to influencing policy, practice and investment. We will be building a strong communications team in the years to come to support and enable our experienced team to realise this dream. Are you enthusiastic, talented, with ambition to really make a mark in European conservation? Do you understand the importance of precision and accuracy whilst communicating in an inspiring and engaging way? Do you enjoy communicating complex and wicked problems in terms that stimulate people to become engaged and act?

The successful candidate will be a talented storyteller with at least 3 years of experience in communications, social media and website management, with strong creative skills, and a team working mindset. S/he will have good knowledge of environmental topics, and will be able to translate and express the organization's work into appropriate communication for the relevant target audience. The ideal candidate must also be communicative, outgoing, proactive and highly organized with the ability to manage multiple projects and work across the different work programmes.

#### Responsibilities and tasks

- In coordination with Programme teams, designs and edits written, visual and digital communication products.
- Informs the team and ensures that all project deliverables on communications tools and materials are aligned with Wetlands International's brand and branding.
- Coordinates the preparation and publication of our regular newsletter to members.
- Ensures that Wetlands International Europe's team sends input to the Global office of Wetlands International in view of preparation of the Global newsletter.
- Keeps the Communications filing space updated including templates, guidelines, etc.
- Develops and manages the editorial calendar to ensure a regular pipeline of content aligned with external events, executive opportunities, programmes and initiatives.
- Produces and coordinates the delivery of communication plans in line with key events and campaigns.
- Ensures website and social account management (X) and development of new features.
- Develops social media content and advertising for campaigns, events and activities.

- Supports the organization of events and ensures online promotion.
- Works with communicators in Wetlands International's network, partners, and members to liaise on and coordinate joined communications activities;
- Liaise with external suppliers such as writers, printers, photographers; overseeing production processes including artwork and design.
- When possible, support with drafting, editing and proofreading texts (articles, reports, speeches etc.) in a variety of styles and formats.

### **Working relations**

INSIDE Wetlands International Europe:

The Communications Officer will work under the supervision of the Director. S/He will work closely with Workpackage leads and Communications staff across Wetlands International's network and Wetlands International Europe's members.

OUTSIDE Wetlands International Europe:

The Communications Officer will work closely with key partners organizations, contractors including designers, writers, editors, other journalists, printers, etc.

### **Essential education and experience**

- Higher level education or equivalent.
- Minimum 3 years of relevant work experience in communications or digital marketing.
- Solid experience creating online and offline written content for different audiences.
- IT experience using video/photo editing software, graphic design software and web content management systems.
- Experience in managing agencies and freelancers.
- An excellent command of written and spoken English, preferable on the level of a native speaker.

### **Core competencies**

- Excellent writing skills and editorial knowledge.
- Ability to turn technical information into compelling stories.
- Strong content strategy and content development skills.
- Highly organized with the ability to manage multiple projects and understand and adjust to changing priorities.
- Articulate, creative, passionate, flexible and tenacious.
- Ability to work to deadlines with a creative and flexible approach to all challenges.
- Confidence in talking to colleagues at all levels of the organisation.

### **Other Aspects**

*This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.*

*The Association applies the same terms and conditions of employment as the Wetlands International Global Office.*

**Job Offer**

- Full-time job, 36 hours per week.
- Competitive salary, dependent on experience.
- Contract duration: Starts 1st January 2024 until the end of 2024 with the possibility of renewal if funds are available.
- Location: The selected applicant will have to be based in the Netherlands or Belgium.

Applications should include a cover letter summarising the applicant's suitability for the position and a detailed CV. Applications should be sent by email to [jozefa.vanderveen@wetlands.org](mailto:jozefa.vanderveen@wetlands.org) marking your application with "Communications Officer" in the subject line.

Interviews: Only shortlisted candidates will be contacted. Deadline for submission of applications 15<sup>th</sup> December 2023.