



Education International  
Internationale de l'Éducation  
Internacional de la Educación  
Bildungsinternationale



ETUCE – European Trade Union Committee for Education  
Education International - European Region

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Dorte LANGE  
Branimir STRUKELJ

Treasurer  
Joan DONEGAN

European Director  
Susan FLOCKEN

ETUCE-CSEE  
Boulevard Bischoffsheim 15  
1000 Brussels | BELGIUM  
secretariat@csee-etu.org  
+32 2 224 06 92

## Vacancy Notice

### The European Trade Union Committee for Education

Equal Opportunity Employer

Invites applications for the full-time position of

#### **Campaigns and Communications Officer,**

Brussels

The position is to be filled as soon as possible.

### About ETUCE

The European Trade Union Committee for Education represents 127 education trade unions in Europe from 51 countries with more than 11 million members, vis-à-vis the EU policymaking institutions in Brussels, the Council of Europe and other European organisations. The main work of ETUCE relates to education and labour-market policies in Europe. In addition, the organisation plays an important role in supporting and coordinating the international cooperation among its member organisations in the EU/EFTA countries and its member organisations in other parts of Europe. ETUCE is the European Region of Education International (EI). It is a Social Partner organisation recognized at European level and a European Trade Union Federation within the European Trade Union Confederation (ETUC).

### The Position

The Campaigns and Communications Officer is primarily responsible for the development and the implementation of ETUCE's communication strategy with the aim of ensuring consistency and strengthening ETUCE's visibility, and of positioning ETUCE as knowledge provider on education trade union policies. The Campaigns and Communications Officer's work consists of promoting the organisation's image and activities through a range of media and to a variety of audiences. The work aims to translate ETUCE's results and activities into effective communication messages to influence and gain the support of member organisations, European and national policymakers, the media, partners and the general public. The Campaigns and Communications Officer leads the development and implementation of new ways of defining and reaching target audiences and ensures that communication aspects are integrated in all aspects of ETUCE's work. The Campaigns and Communications Officer advises the European Director on communication matters and contributes to effective internal network communications.

## Key Responsibilities

- Develop and coordinate ETUCE's communication strategy, media work and campaign work, as integral part of policy influencing the EU and across the region;
- Administer ETUCE's social media activity and implement strategies to grow audiences, contact list and increase digital presence;
- Coordinate ETUCE's media relations work, including drafting press releases and dealing with media queries
- Liaise with ETUCE's member organisations for news, publications, etc.
- Contribute to the development of and participate in the media and communications aspects of UCE's advocacy and campaign work
- Write, edit, translate and proofread articles in English for ETUCE's online publications
- Monitor and update content on ETUCE's website.

The ETUCE secretariat in Brussels is a relatively small secretariat, valuing an informal working atmosphere, close teamwork, and a high level of excellence in its work.

## Required Education and Employment Background

- University degree in a relevant subject or equivalent professional experience
- Excellent knowledge and command of the English language, written and spoken
- Good command of French and/or Russian or other European languages is an asset
- Sound experience in journalism, media (online or offline) and communications demonstrated by published evidence
- High standard of relevant ICT skills, with competence in website management and/or graphic design is a significant advantage.
- Ability to work independently and to collaborate as part of a small team in a multicultural and demanding environment
- Good understanding of publicly funded education issues and trade union values
- Work experience in a trade union or international environment is an advantage.

An attractive salary and conditions of service package including health and travel insurance are provided. Applications including a **cover letter and CV** as well as a **portfolio with original content and other supporting material** of the candidate's experience must be **submitted by 6<sup>th</sup> November 2023** to [job@csee-etu.org](mailto:job@csee-etu.org).

Please note that only shortlisted candidates will be contacted.