



## Job Title: Head of Communications

**ECRE is an alliance of 117 NGOs in 40 European countries. It works to defend and promote the rights of displaced people in Europe and in Europe's foreign policy.**

**Job purpose:** The purpose of the position is to lead ECRE's communications work which contributes to ECRE's mission of protecting and advancing the rights of refugees and displaced people in Europe and in Europe's foreign policies. Communications work is one of three ECRE activities, along with Legal Support/Litigation and Advocacy.

Since 2016, ECRE's communication work has expanded rapidly, covering multiple activities divided into a "news cluster" and a "campaigns cluster". ECRE now has significant presence on social media and receives 200 interview requests from major media outlets per year. The flagship ECRE Weekly Bulletin contains factual articles on the latest developments on asylum and migration in Europe, going to over 15,000 subscribers. Ad hoc and longer-term campaigns with specific objectives reach millions of people per year. As well its main website, ECRE has two ancillary websites hosting its AIDA and EDAL databases. Between 40 and 100 publications are produced per year by ECRE's legal and advocacy teams and disseminated across its outlets, using distinct ECRE designs and formats.

**Start date:** October 2023.

**Line management:** Reports to the ECRE Director, line manages the Communications Officer and Communications Assistant, and manages specialist consultants.

### Key Responsibilities

The Head of Communications will deliver the following specific tasks:

#### 1. Manage the News Cluster, including the ECRE Weekly Bulletin

The Head of Communications will ensure that activities in ECRE's News Cluster are delivered, including the Weekly Bulletin which is produced most weeks of the year. This includes overall editorial control, writing articles, reviewing and editing articles prepared by other staff members, management of the subscription and distribution system, liaison with editorial and opinion piece authors, and dissemination of Weekly content via social media and the website.

#### News Cluster - What's Breaking:

- **Press Review:** 4,500 subscribers (1/1/17 baseline: 390) opening rate 40%
- **Weekly Bulletin:** 14,500 subscribers (1/1/17 baseline: 11,500) opening rate 34%
- **Twitter:** 37,400 followers (1/1/2017 baseline: 12,400)
- **Linkedin (shared across clusters):** 34,500 followers (1/1/2017 baseline: approximately 1000).
- **Press:** Media request at 150-200 annually (1/1/2017 baseline: 10-15)

#### 2. Field, channel and respond to media enquiries

The Head of Communications will be the main contact point for the media. ECRE receives up to 10 media enquiries per week. The Head of Communications will channel enquiries to ECRE members and arrange comments from ECRE staff members. Where relevant, the Head of Communications will give interviews and provide background information to journalists. Media work should maintain ECRE's profile in the European media and publicise ECRE's written work, including policy papers and reports.

### **3. Support the publication of ECRE documents**

The Head of Communications will ensure that ECRE's publications are professionally produced and accessible to the relevant audiences. This includes maintaining simple formats and consistent branding for ECRE publications through working with ECRE's graphic designer (content is managed separately).

### **4. Management of the communications team**

The Head of Communications will be responsible for line management of staff in the communications team, including recruitment, preparation of job descriptions, performance evaluation, and work planning. The team currently consists of a Communications Officer and Communications Assistant. The Communications Officer leads on campaign cluster activities and assists the news cluster, particularly in the weekly bulletin.

#### **The Campaign Cluster –Ongoing and ad hoc joint Initiatives:**

- **Campaign landing sites/content:** 60 organisations joined the 2021-22 campaign on the European Pact on Migration and Asylum which had an accumulated reach of 1 million – a successful proposal has ensured substantial EP funding for the next joint campaign on the EP election in 2024 with a target of an accumulated reach of 1,3 million
- **Facebook:** 29,000 subscribers (1/1/2017 baseline: 19,800)
- **Instagram:** 1750 followers (launched in June 2022)
- **ECRE website:** 71.000 sessions and 204.000 page views in the first quarter of 2023

### **5. Support to ECRE's members**

The Head of Communications will liaise with ECRE's members including directing media requests to members, supporting dissemination of members' material via ECRE outlets, and providing training and advice on request.

Many of ECRE's member organisations have staff working on media and communications. With the Communications Officer, the Head of Communications will ensure that the ECRE Media Officers Network (EMON), bringing together member representatives, meets regularly and supports joint work.

### **6. Events management**

The Head of Communications will lead on design and planning of ECRE communications events and contribute to other events with sessions on communications, such as the ECRE Annual General Conference (with logistical support from other staff).

### **7. Project management, fundraising and reporting**

The Head of Comms will be responsible for managing projects that support ECRE's communications work, including ensuring that activities funded from projects are delivered on time and in line with contractual requirements. They will play a role in raising funds for communications work, for instance, drafting sections of funding applications and liaising with donors. Finally, they will prepare material on ECRE's communications work for reports for donors, the ECRE Board and the ECRE membership, including the ECRE Annual Report.

## **Person Specification**

### **Experience**

- Minimum seven years' experience of communications work for a non-profit or within a comparable policy environment;
- Extensive experience of press work, including writing and placing articles and op-eds, contacts and the ability to network with journalists;
- Extensive experience of social media and understanding of its use by NGOs;

- Experience of production of publications and other communications material, including press releases, PR material, briefings for journalists, statements, policy papers, etc;
- Strong management skills and experience, including ability to support and motivate staff, and experience of workplanning, performance evaluation, and recruitment;
- Experience of managing service and consultancy contracts and ensuring delivery;
- Experience of strategy development, objective setting, and delivery of agreed results.

#### Education/Qualifications

- University degree or vocational training in communications, law or politics is an advantage.

#### Essential Skills

- Excellent drafting and oral presentation skills;
- Ability to work within a complex civil society alliance, including negotiation skills, and the ability to draft and promote compromises;
- Ability to work independently and lead a team;
- Ability to organise own workload and that of a team and ability to prioritise based on organisational needs;
- Ability to work with limited administrative support and within the staffing and financial constraints faced by NGOs;
- Excellent IT skills.

#### Languages

- Fluent written and spoken English and fluency in at least one other EU or UN language;
- Knowledge of other European languages is an advantage.

#### Specific Knowledge

- Good knowledge of refugee protection and the political context of ECRE work;
- Knowledge of privacy law, intellectual property rights, digitalization and AI will all be considered an advantage.

#### Personal Qualities

- Strong work ethic;
- Entrepreneurial with high levels of initiative;
- Patient, pragmatic and constructive with a problem-solving approach;
- Flexibility and willingness to work outside of office hours when necessary.

*ECRE strongly encourages candidates with a refugee background or with direct experience of displacement to apply for its positions.*

#### **Terms and Conditions**

Fixed-term contract for 24 months from starting date with the possibility of transition to a permanent contract (subject to delivery of results specified). Salary range: EUR 4000 to 5000 brut, starting at the low end of the range, plus additional holiday pay, insurance, transport and meal vouchers.

Please send a copy of your CV (maximum two pages) and a cover letter explaining why you are qualified for the position to [cwoollard@ecre.org](mailto:cwoollard@ecre.org) by 15 August, stating "Head of Communications" in the subject heading. Interviews will take place during the week of 28 August.