



Job Description COMMUNICATIONS

OFFICER

1. End FGM European Network

The End FGM European Network (End FGM EU) is an umbrella network of 39 national organisations working in 16 European countries and who are expert on Female Genital Mutilation (FGM). End FGM EU operates as a meeting ground for communities, civil society organisations, decision-makers and other relevant actors at European level to interact, cooperate and join forces to end all forms of FGM in Europe and beyond. We put at the heart of our work grassroots voices to influence European governments and policy-makers to work towards the elimination of FGM. We build our members' capacity, offer spaces to share expertise and develop partnerships.

While being dedicated to being the driving force of the European movement to end FGM, we are equally committed to build bridges and cooperation with all relevant actors in the field of FGM both in Europe and globally. In this sense, we actively promote and foster cooperation between the European movement and movements in other regions of the world.

2. The role

End FGM EU is looking for a creative and dynamic Communications Officer to be responsible for the Network's communications activities.

The Objectives of the post are:

- Lead the communication efforts of the Network, disseminating the Network's strategic priorities, positions and messages targeting different audiences – the wider public, decision-makers, policy-makers, key stakeholders and the media.
- Raise the visibility of the Network and its member organisations following the 2023-2027 communication strategy.
- Plan, execute, and monitor multichannel campaigns aimed at raising awareness and advocating for the Network's objectives.
- Collaborate with FGM-affected communities in Europe through the Network's Ambassador programmes ensuring that the voices of FGM-affected communities are effectively integrated into communication initiatives.
- Be the Communications focal point for projects End FGM EU is involved in.

3. Main Responsibilities

1) Lead of Communication Department

- Lead on the Network communications and campaigns for the achievement of the Network's strategic objectives
- Coordinate the hiring and creative process of consultants and agencies hired for the production of communications materials
- Oversee the management and training of communication intern when there is one

2) Communication strategies, plans and campaigns

- Develop & implement communication strategies tailored to the Network's vision & mission
- Implement, manage and monitor communication campaigns – specifically the Network's annual multimedia campaign
- Design & implement communication plans for events, action days/weeks and other related occasions
- Collaborate closely with the Advocacy department to ensure consistent and compelling advocacy messaging across all communications platforms

3) External and internal Communications

- Manage and oversee contacts, databases and mailing lists
- Manage the development and output of the quarterly Network's Newsletter
- Manage all online platforms including social media (Twitter, Facebook, Instagram, LinkedIn), the website and interactive map (CMS: Modx and Drupal)
- Draft speeches and publications, including annual reports, to effectively communicate key messages and accomplishments.
- Manage the creation, design and publication of multimedia material including social media posts, videos, livestreaming, podcasts and other media (animation, gifts, etc)
- Oversee the Network's digital and media presence, including brand identity, editorial calendar, and accessibility guidelines.

4) Media relations

- Assist the Director on media work including media monitoring, responding to media enquiries, drafting press releases and ensuring professional follow-up with selected journalists and media organisations
- Media Mapping and Network Building: Build and nurture relationships with journalists to enhance the Network's media presence.

5) Projects and Grant applications

- Collaborate closely with the Project Officer for the achievement of communications tasks allocated as part of the various European projects End FGM EU is leading or collaborating in (currently Purple Chair Podcast project, End FGM E-Campus project, Join our Chain project and Understanding Community Voices project, SAFE project).
- Participate in application writing for grant applications and provide input on communication dissemination aspects.

6) Capacity Building and community engagement

- Contribute to capacity building of the Network's member organisations and ambassadors through training, ad-hoc support and development of tailored tools in the field of communications
- Collaborate with Members and community activists to develop and implement storytelling campaigns.

7) Other responsibilities

- The Communications Officer is also responsible for the Network's privacy policy and compliance with GDPR regulation.
- In addition, as identified by the Director, the Communications Officer will undertake any other reasonable duty commensurate with this post in relation to the Strategic Plan, including external representation of the Network
- As a member of a small and dynamic team, the Communications Officer is expected to play a full part in the administration, planning and evaluation of the Network's events together with the other staff members. The post is self-servicing and includes clerical duties

Reporting Line

The Communications Officer will report to the Director.

4. Knowledge, skills and abilities

Essential:

- University degree in communications, media studies, journalism or equivalent professional experience
- A proven commitment to gender equality
- 1-3 years' experience in a similar position, preferably in the non-profit sector
- Experience in developing and implementing communications strategies, plans and campaigns
- Professional fluency in oral and written English
- Exceptional verbal and written communication skills
- Excellent organisational skills
- Proficiency with communications technology (website, social media, creative software)
- Knowledge of cameras/multimedia (photography and video shooting and editing)
- Experience in managing the production of different types of communications materials and outputs including print and multimedia
- Experience in media relations
- Must be well organised with a proven accuracy to detail
- Ability to think and plan strategically, and to break projects into defined tasks
- Demonstrated ability to explain complex issues in plain and effective language

Desirable

- Understanding of debates on FGM, violence against women and girls (VAWG) and gender issues
- Technical skills for independent creation of infographics, leaflets or other visual communication tools
- Knowledge of the EU institutions and understanding of EU landscape
- Knowledge of EU media landscape and network of media contacts

Behaviours:

- Demonstrated commitment around women's rights and gender equality
- Passionate and enthusiastic attitude
- Team-oriented, versatile, personable and flexible
- Highly driven and can work independently
- Works collaboratively and listens actively to the views of those involved
- Intercultural understanding, non-discriminatory attitude and open-mindedness

What we offer

- This is an opportunity to work in a dynamic network interacting daily with organisations passionately committed to women's rights and ending FGM;
- Location: Brussels, Belgium (with some home-working);

- Full time contract 38h/week;
- This is a fixed-term appointment for one year, with the possibility of renewal to a CDI;
- A competitive monthly salary according to our salary scale and the candidate's experience, coupled with various benefits:
- In addition to the salary we offer benefits such as meal vouchers, contribution to transport, additional 5 days of holiday & closure of the office in Dec/Jan, working from home allowance, internet allowance, 13th month, mobile phone and hospital insurance.

Recruitment Policy

Anti-discrimination

- All appointments should be made in a transparent way and comply with all relevant employment regulations. No job applicant or employee should receive less favourable treatment on the ground of race, colour, nationality, religion, ethnic or national origins, gender, gender identity, marital status, caring responsibilities, sexual orientation, disability or chronic illness.

Work permit

- All applicants, have to have the right to reside and work in Belgium.

Volunteering

- Any relevant volunteering experience can be considered equal to any other professional experience.

If interested, please apply by sending a **CV** and a completed application form in English with the subject line "Application Communications Officer" to Ludovica Stornaiuolo lstornaiuolo@endfgm.eu and cc jobs@endfgm.eu by the **28th of February 2025 11:59 pm CET**.

Interviews will take place the week of 10-14 March.

Start date: 24th March 2025.