

Policy and Communications Officer – Job description

Title:	Policy and Communications Officer
Purpose:	Deliver an outstanding communications portfolio that reaches our diversity of audiences and deliver engaging dissemination of projects and research findings that supports effective health management across Europe.
Support:	This post reports to the Communications Manager (Projects). Works closely with the Policy and Project Team.
People management:	Supports and supervises interns. Liaises with Consortium Partners.
Salary:	The basis salary is €2,100 gross per month and up to €2,500 gross per month depending on experience. An benefits package is also provided.
Terms:	Full time, open-end contract based in Brussels and subject to Belgian law. Formal performance review conducted after six months. Offer subject to satisfactory reference check. Only candidates eligible to work in Belgium will be considered.
Benefits:	We want our staff to thrive, so we provide a comprehensive induction, regular support and supervision, clear goals and milestones, and a tailored development plan to make sure you have the support, skills and knowledge to succeed. We also provide flexible working hours, meal vouchers, phone reimbursement, public transport reimbursement, 5 days of extra-legal holidays, and a pension plan.

Key responsibilities

1. Execute a dynamic communications programme for multiple brands including EHMA and our associated projects building and maintaining online channels including websites, social media platforms, newsletters, and publications.
2. Support the production and implementation of a communications strategy for the organisation, including dissemination targets, identification of audiences, social media, and the development of compelling content.
3. Develop reports on metrics and outcomes of various campaigns and activities: media outreach, new campaigns, social media engagement, events, etc.
4. Reach audiences that would attend our events and conferences by working in collaboration with the Events Officer to develop and implement marketing campaigns.
5. Ensure social media coverage of all EHMA initiatives, as well as other health management related initiatives and events where necessary.
6. Ensure maximum social media engagement with allies and trending topics in health management.
7. Develop EHMA branding, and that of our associated projects, by liaising with external designers, and editing documents and materials for brand alignment.

ESSENTIAL CRITERIA

To perform this job successfully the employee in this position must be able to demonstrate at least functional proficiency in all of the core competencies.

General competencies for all staff

- Uphold EHMA's statutes, vision and values.
- Adheres to EHMA's policies and procedures.
- Fluency in English.
- Provision of outstanding customer service to our members, colleagues, board, and stakeholders.
- Have a can-do attitude and be solution focussed.
- Manage and prioritise your workload and ensure deadlines are met.
- The ability to be flexible with priorities and manage time and multiple tasks.
- Strong writing and communication skills.
- Maintain positive and constructive working relationships with all members of the staff team.
- Undertake professional development activities and training as agreed with your line manager.
- Maintain confidentiality with sensitive or privileged information, including day-to-day observance of data protection guidelines.
- Adhere to all internal and external policies and procedures and contribute to their on-going development as required.
- Occasional work outside normal working hours for which time off in lieu (TOIL) will be given.
- Have regard for your own personal health and safety and for that of those around you.
- Ability to travel, predominantly across Europe and sometimes other regions, including one day meetings, overnight and multi-days.
- Sound knowledge of Microsoft Office and SharePoint.

Communications competencies

- Management of social media for dissemination purposes.
- Management of CMS platforms for website management (e.g. Wordpress).
- Effective use of Newsletter clients (e.g. Mailchimp).
- Develop compelling content and engagement techniques.
- Plan comprehensive communication campaigns.
- Excellent writing skills and ability to complete technical reports, summaries, meeting notes, briefings.
- Familiarity with visual design tools and editing tools and applications.
- Have a critical eye in terms of quality, accuracy and meticulous attention to detail.
- Understand and engage with EHMA external activities to identify and exploit potential projects dissemination opportunities.

Financial competencies

- Contributes to the preparation of proposals for funding from external sources.
- Source and recommend suppliers for communications activities (such as website creation) in line with budget and commissioning contracts.
- Work within project budgets.

Leadership competencies

- Incorporate ethical standards and EHMA values as the basis of all interactions with stakeholders.
- Use individual, team and organisational learning opportunities for personal and professional development.

- Contribution to the creation of project plans and ensure milestones and deliverables are met in a timely manner.
- Contribute to the development of workplans and budgets.
- Participate in the measuring, reporting and continuous improvement of organisational performance.

Partnership Dimensions

- Work with stakeholders, research partners, institutional, industry and subject matter experts.

Cultural Competency

- Recognise the role of gender, cultural, social, and behavioural factors in the accessibility, availability, acceptability and delivery of all EHMA initiatives.

KNOWLEDGE

- A comfortable understanding of healthcare management issues.
- A sound understanding of EU Institution structures, policies and decision-making processes.

DESIRABLE CRITERIA

- Fluency in French, or Romanian, or other European languages.