

# COMMUNICATIONS OFFICER

## JOB DESCRIPTION

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| <b>Title:</b>             | Communications Officer                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Purpose:</b>           | Plan and deliver communications activities across EHMA's full portfolio, including organisational activities, membership, events, services, policy and research, and EU-funded projects, ensuring high-quality and consistent communications tailored to relevant audiences and objectives.                                                                                                                                                       |
| <b>Support:</b>           | This post reports to the Communications Manager.<br>This post is part of EHMA's Communications Department and provides communications services and support across the organisation, working with all teams and areas of activity.                                                                                                                                                                                                                 |
| <b>People management:</b> | Supports and supervises interns.<br>Liaises with project partners, sponsors, and EHMA Members.                                                                                                                                                                                                                                                                                                                                                    |
| <b>Salary:</b>            | The base salary is <b>€2,400 and up to €3,000 gross per month</b> , depending on experience. A benefits package is also provided, including meal vouchers of 8€ per day worked, up to 50€/month for phone reimbursement, public transport reimbursement, complementary pension plan, hospitalisation insurance (including ambulatory and dental care), 13 <sup>th</sup> month, and 5 days of paid extra-legal holidays over the Christmas period. |
| <b>Terms:</b>             | Full time, open-end contract based in Brussels and subject to Belgian law.<br>Formal performance review conducted after six months.                                                                                                                                                                                                                                                                                                               |
| <b>Benefits:</b>          | 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 and teleworking arrangements.                                                                                                                                       |

## KEY RESPONSIBILITIES

1. Manage and develop EHMA's digital communications channels, including websites, social media and newsletters, covering day-to-day technical management, audience development, content planning and publication, SEO and channel optimisation.
2. Develop, write, edit and adapt communications content for different channels, formats and audiences, translating technical, policy, research and project material into clear, engaging and accessible communications while preserving the accuracy and substance of the original content.

3. Develop and implement communications and marketing campaigns for EHMA's activities, services and events, including audience and stakeholder mapping, targeting, channel selection and content development, with particular attention to the promotion of the EHMA Annual Conference.
4. Support the development and implementation of communications and dissemination strategies for assigned EU-funded projects, working with project teams and consortium partners and delivering project communications through websites, social media, newsletters, campaigns and other appropriate channels.
5. Produce high-quality communications materials and publications across digital and print formats, including presentations, visuals and other outputs, ensuring the consistent application of EHMA's brand and visual identity and adapting materials to their intended audience and purpose.
6. Monitor, analyse and report on communications performance, using channel analytics, audience insights and other relevant metrics to optimise content, campaigns, reach and engagement and inform future communications planning.

## PERSON DESCRIPTION

### ESSENTIAL MINIMUM CRITERIA

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

#### General competencies for all staff

- Uphold EHMA's statutes, vision and values.
- Adhere to EHMA's policies and procedures.
- Fluency in English, spoken and written.
- Strong writing and communication skills.
- Provision of outstanding customer service to our members, board, and stakeholders.
- Ability to manage and prioritise workload and meet deadlines.
- Ability to work flexibly, manage competing priorities, and handle multiple tasks.
- Maintain positive and constructive working relationships across teams.
- Have a can-do attitude and be solution focussed.
- Commitment to continuous professional development.
- Maintain confidentiality and comply with data protection requirements.
- Adhere to all internal and external policies and procedures and contribute to their ongoing development.
- Have regard for personal health and safety and that of others.
- Ability to travel across Europe and occasionally beyond, including overnight and multi-day travel.
- Sound knowledge of Microsoft Office and SharePoint.

## **Communications competencies**

- Strong knowledge of social media management, including content development, audience engagement, platform optimisation and analytics.
- Strong knowledge of CMS platforms (e.g. WordPress), including page creation and management, content publishing and SEO optimisation.
- Strong knowledge of email marketing and newsletter platforms (e.g. Mailchimp), including audience management, content development, campaign delivery and performance analysis.
- Ability to understand, edit and adapt technical, policy, research and project content into clear, engaging and accessible communications for different audiences, channels and formats.
- Ability to plan and deliver communications and marketing campaigns, including audience and stakeholder identification, targeting, channel selection and content planning.
- Excellent writing, editing and proofreading skills, with the ability to produce clear, accurate and engaging copy for websites, social media, newsletters, publications and other communications materials.
- Strong knowledge of visual design and editing tools, with the ability to produce high-quality visuals, presentations and communications materials in line with established brand guidelines.
- Strong attention to detail and a critical eye for quality, accuracy, consistency and presentation.
- Ability to coordinate communications inputs from colleagues, project partners and other stakeholders to deliver high-quality communications outputs within agreed timelines.

## **Project management competencies**

- Ability to work within project workplans, timelines and agreed communications and dissemination requirements.
- Ability to work effectively within multi-partner and international project environments.
- Ability to coordinate communications and dissemination activities with project colleagues and external partners.

## **Financial competencies**

- Ability to work within agreed communications budgets.
- Ability to source and coordinate external suppliers for communications activities in line with agreed budgets and procurement procedures.

## **Cultural Competency**

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

## **KNOWLEDGE**

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- Understanding of communications and marketing principles, including digital communications, audience engagement and content development.
- Understanding of the role of communications and dissemination in EU-funded projects.
- Understanding of, or ability to rapidly develop an understanding of, the European health and health management environment relevant to EHMA's work.

## **DESIRABLE CRITERIA**

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- Fluency in one or more additional European languages.
- Previous experience of communications and dissemination within EU-funded or other multi-partner projects.