

Communications Manager – Job description

Title:	Communications Manager
Purpose:	Deliver an outstanding communications portfolio that grows the profile and reach of our organisation, drives the dissemination of our findings to the health management community, and engages with new audiences. The Communications Manager will be responsible for developing and delivering compelling content, establishing effective communications partnerships and driving engagement to strengthen the knowledge, understanding and engagement of health management across Europe.
Support:	This post reports to the Chief Operating Officer. Works in close synergy with the Director of Policy and Programmes
People management:	Manages the Communications Officer. Manages the involvement of all the team within communications activities. Supports and supervises interns.
Salary:	The basis salary is €3,200 gross per month and up to €3,800 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 can apply.
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. Design, implement and continuously monitor the organisation's communications strategy, including dissemination targets, identification of audiences, social media, and the development of compelling content.
2. Initiate communications campaigns and initiatives that drive membership engagement and growth, project dissemination, private and public partnership activities.
3. Lead and execute a dynamic communications programme for multiple brands including the EHMA organisation, the EHMA conference, and our associated projects. Building and maintaining online channels including websites, social media platforms, newsletters, and publications.
4. Produce timely reports on metrics and outcomes of various campaigns and activities: media outreach, new campaigns, social media engagement, events, etc.
5. Manage the audience database and identify and engage with all our audiences by working in collaboration with the staff team to develop and implement effective engagement initiatives.
6. Ensure social media coverage of all EHMA initiatives, as well as other health management related initiatives and events where necessary.
7. Ensure maximum brand exposure and social media engagement with allies and trending topics in health management.

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.
- 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

- Native level fluency in English
- Understand and engage with EHMA external activities to identify and exploit any potential communication and dissemination opportunities.
- Oversees, plans and executes comprehensive communication campaigns.
- Develop compelling content and engagement techniques.
- Outstanding social media management skills for Twitter and LinkedIn.
- Excellent knowledge of CMS platforms for website management (e.g. Wordpress).
- Effective use of Newsletter clients (e.g. Mailchimp).
- Excellent command of visual design tools, editing tools, and applications.
- Have a critical eye in terms of quality, accuracy and meticulous attention to detail.
- Excellent writing skills and ability to complete technical reports, summaries, meeting notes, briefings.
- Understand and engage with EHMA external activities to identify and exploit potential projects dissemination opportunities.
- Manage the relationship with project partners and other external stakeholders.

Project Management competencies

- Excellent project management skills.
- Ability to write effective proposals.

Financial competencies

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

Leadership competencies

- Incorporate ethical standards and EHMA values as the basis of all interactions with stakeholders.
- 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.
- Manage staff and interns with clear direction, goals and support.
- Inspire and foster engagement with colleagues across the organisation.
- Use individual, team and organisational learning opportunities for personal and professional development.
- Participate in the measuring, reporting and continuous improvement of organisational performance.

Partnership Dimensions

- Work with stakeholders, research and project partners, institutional, industry and subject matter experts.
- Work with European partners as well as agencies internationally.

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

- Excellent knowledge of healthcare management.
- Fluency in French or other European languages.

EHMA values diversity and is committed to transparent and fair recruitment. We offer direct feedback to all applicants. We are looking to recruit the person who best meets the criteria for this role.