



Job description Communications Manager

Role: Communications Manager

Location: Brussels, based at FEBA's head office

Contract period: Full-time permanent contract

Reporting to: The chief executive

Salary: €42,000 pa

Summary

The role of communications manager is to help shape and amplify the FEBA brand. The communications manager will be required to increase awareness of, and engagement in, FEBA's mission among key stakeholders, enhancing our reputation across Europe and contributing to a sustainable impact for the communities we support.

The role will grow and develop as the organisation grows and develops. Initially, the communications team will comprise the communications manager alone, with support from across the organisation and external suppliers. Eventually, it is expected that the communications manager will lead a team providing a range of communications skills and support.

The list of key responsibilities includes all the various activities that the communications manager may be required to participate in at any given time. Please note that there is a communications strategy which outlines priorities and key areas of focus.

Key Responsibilities:

Strategy delivery

- Contribute to and implement our new communications strategy, in line with FEBA's organisational goals and activities.
- Monitor external developments that may influence our communications activities, such as statements made by important stakeholders or new policy announcements from within the EU, and advise accordingly.
- Coordinate internal communication efforts to ensure consistent messaging, alignment with organisational goals, and ensuring everyone works effectively together.
- Manage the workload and priority list of actions, using tools such as the strategic plan, editorial calendar and team meetings to ensure we stay on track and deliver results while also avoiding overwhelm.
- Manage and protect FEBA's brand, create internal templates, and provide brand guidance to FEBA staff.
- Lead on the design and implementation of specific campaigns.
- Lead on the production of relevant marketing collateral, such as brochures, web content, video, social media content and events.



- Report back on progress, celebrate successes and make recommendations for changes to strategy and tactics based on results.
- Manage budgets.
- Report to the finance committee on progress.
- Manage external communications supplier relationships.

Member communications:

- Work closely with FEBA members to foster collaboration, share information, and strengthen the overall impact of the federation.
- Create and share regular updates, best practices, and relevant information among members.
- Collaborate with members to highlight success stories and best practice to relevant stakeholders.

Media Relations:

- Cultivate strong relationships with media outlets, journalists, and influencers.
- Contribute to our communications objectives by securing media coverage and increasing brand visibility.

Content Creation:

- Produce compelling content for various platforms, including our digital and social, newsletters, and annual reports.
- Collaborate with internal teams, including policy/advocacy and fundraising, to gather information and stories that showcase FEBA's impact and achievements.
- Support other teams with the writing and editing of reports and other documents to ensure high-quality production value.

Digital and social media management:

- Manage FEBA's digital and social media activities, ensuring consistent and engaging content on the website and all other relevant platforms.
- Grow FEBA's reach and levels of engagement among relevant audiences via our digital and social channels.

Event Management:

- Plan and execute events to promote FEBA's initiatives, including conferences, workshops, and awareness campaigns.
- Coordinate with internal teams, members, partners, sponsors, and other stakeholders to ensure successful event execution.