

Job Title: Events, Outreach and Communications Officer

Overall purpose of the job

The Vulture Conservation Foundation (VCF) has access to a wealth of interesting stories about vultures and the work to protect and conserve them across Europe. The role will involve promoting and raising awareness of our work and the work of our partners using a range of different channels, in engaging and effective ways. You'll need to be highly collaborative, working across the VCF to build close working relationships with a wide range of stakeholders both internally and externally. The role will involve you being proactive in news-gathering, keeping up to date with the latest news from a variety of different partners and projects and liaising with partners to source news and content. You'll ensure that our communications are clear, consistent and well-targeted, aligning messaging across our channels, and bringing our work to life with smart, engaging and audience-focused content.

Reporting to: VCF Director (on outreach and communications) and VCF Finance and Events Manager (on events)

Background

The VCF is the leading organisation on vulture conservation in Europe, and is now managing several large-scale projects, including EU-funded LIFE projects, in many different countries in Europe. Several of these include the organisation of large international events and/or outreach actions. The VCF also has a dynamic website and social media channels that need careful and constant management and updating.

The VCF is a Dutch foundation with a legal seat in Holland, and an office in Switzerland.

The VCF project portfolio, activities and ambition has been steadily growing, and so has its team. We are now looking for an ambitious and experienced communications officer to help us deliver our exciting projects and mission across the continent

Main duties and responsibilities

- Plan with colleagues internally and externally to implement engaging and dynamic communications plans for VCF work and projects working (e.g. the Balkan Anti-Poisoning Project or EU LIFE funded conservation projects)
- Strategically identify audiences and deliver effective and engaging communications activity plans
- Proactive news-gathering to keep up to date with the latest news from a variety of different partners and projects, liaising with partners to source news and content

- Management and production of regular content for the VCF blog and main social media channels of Twitter, Facebook, Instagram and LinkedIn
- Management and regularly refreshing the content on the VCF website using content management system
- Preparing and sending out monthly e-newsletter, and managing the list of subscribers
- Responding to enquiries via the website and through our social media channels
- Gathering website and social media analytics and preparing quarterly reports to improve the reach and engagement of our communications activities
- Preparing promotional print and display graphics to support our attendance at conferences and workshops
- Creating press information such as releases, factsheets and quotes for key VCF projects
- Enhancing the online engagement with current VCF outreach activities (e.g. International Vulture Awareness Day, International bearded vulture Observation Day) and develop new ones, including potential new projects
- Developing the concept, plan the structure and organise VCF events
- Supporting the organisational logistics for key annual events such as the Bearded Vulture Annual Meeting ensuring events are delivered to schedule and on budget, all attendee liaison and venue coordination
- Acting as a representative for the VCF at external events and groups as and when required

Person specification

Minimum qualification

University degree level general education, preferably in communications or public relations

Experience

- At least 3 years professional experience in communications or content production, preferably for a non-governmental organisation
- Proven track record in creating, using and editing content in different channels (web, blog, social media, PR, email)
- Experience of developing and implementing communications plans
- Experience with website management using a CMS and an understanding of Google Analytics

Skills

- Excellent written communication skills with the ability to forge an engaging story

- Excellent multi-platform skills, with the ability to produce and tailor content for blog, social, and print media
- Strong storytelling ability, including design and use of visuals like images, graphics, and video to reach and engage target audiences
- Strong organisation and planning skills and able to manage multiple priorities and to adhere to deadlines
- Ability to determine and set work priorities, organise activities, meet deadlines and monitor projects in a flexible environment with, at times, little supervision
- Basic knowledge and use of photo and video editing tools

Other

- Fluency in English (C level), French desirable (B level, desirable independent user)
- Able to travel 3-4 times a year

Job Location: Home-based, strong preference for EU.

Salary and benefits: 1,500-1,900€/monthly gross. Travel expenses covered by the VCF

Documents requested: CV plus cover letter, to be sent by 22nd March to recruitment@4vultures.org in one single pdf