



VACANCY NOTICE

HEAD OF COMMUNICATIONS

COUNCIL OF EUROPEAN MUNICIPALITIES AND REGIONS (CEMR)

ABOUT CEMR

CEMR is the first and broadest European association of Local and Regional Governments. We uniquely bring together 60 national associations of Local and Regional Governments from 41 European countries, representing over 110,000 governments across all tiers of governance – local, intermediate, and regional.

Our mission is to empower Local and Regional Governments to lead the transformation of their communities towards Europe 2050 and address global challenges. Achieving this goal requires strengthening our relationships with member associations and rethinking our engagement strategy through statutory meetings, strategic events and effective communication.

Are you the right person to help us to deliver on our ambitions?

ABOUT THE ROLE

CEMR is seeking a dynamic and strategic Head of Communications who together with a team of professionals will lead our overall communications. The successful candidate will be responsible for developing and implementing a comprehensive communication strategy that promotes CEMR's activities and maximises the impact of our work on EU policymaking. The Head of Communications will oversee the creation and dissemination of engaging content, manage media relations, and ensure that CEMR's message reaches a broad audience, including policymakers, stakeholders, and the general public.

KEY RESPONSIBILITIES

Under the directions of the Secretary General, the Head of Communications will be responsible for:

- **Develop and implement the communication strategy:**
 - Lead the comprehensive review and enhancement of current CEMR's communication plans.
 - Ensure effective dissemination of communication materials to maximize visibility and impact.
 - Promote gender equality and non-discrimination through inclusive and diverse communication materials.
- **Content Creation and Dissemination:**

- Oversee the creation of engaging stories, data-driven case studies, and visual content.
- Manage the production of newsletters, social media posts, videos, and other communication materials.
- Coordinate with internal teams and external consultants to generate relevant content.
- **Media and Public Relations:**
 - Build and maintain relationships with media outlets, journalists, and influencers within the EU media landscape.
 - Act as a spokesperson for CEMR and handle media inquiries and interviews.
 - Organise talks and interviews focusing on local leaders and their contributions to building a better Europe.
- **Digital Communication:**
 - Enhance CEMR's digital presence through the website, social media, and other digital platforms.
 - Monitor and analyse the performance of digital communication efforts and adjust plans as needed.
- **Collaboration and Coordination:**
 - Manage the Communications team and foster a collaborative environment within the communication team and with other teams.
 - Engage with experts within CEMR's member associations across 41 countries.
 - Design and run communication campaigns aligned with CEMR's thematic priorities.

REQUIREMENTS

- Master's degree in communications, Journalism, Public Relations, or another relevant subject
- A minimum of 10 years of professional experience within a similar environment leading in strategic communications, media relations, digital and social communications, and/or campaigns and marketing.
- Demonstrated ability to develop and implement successful communication strategies.
- Outstanding skills in drafting and editing press releases, articles, and web stories.
- Ability to translate complex information and technical raw materials into attractive products.
- Strong understanding of the EU political landscape and experience in EU advocacy.
- Experience with digital communication tools and platforms, including social media, websites, and newsletters.
- Strong leadership, mentorship approach, and team management skills.



- Commitment to promoting gender equality and non-discrimination through communication efforts.
- Excellent written and verbal communication skills in English; proficiency in other European languages is an asset.
- Ability to work under tight deadlines, plan and prioritise work.

CAPABILITIES

We are in search of talents that exemplify a fusion of attitudes, skills, and behaviours deeply rooted in our key **core capabilities**. This involves the ability to **lead**, steering endeavours by going the extra mile, **influence** by adeptly building relationships with stakeholders amidst diverse perspectives and interactions, **impact** through outcome orientation, and **inspire** by evoking positive responses, motivation, and fostering constructive reactions.

WHY WORK FOR CEMR?

- CEMR fosters closer relationships between Local and Regional Governments and the European Union, as well as other international institutions. We work as a reliable partner to co-shape European legislation and localise the Sustainable Development Goals (SDGs).
- We work to strengthen city-to-city and region-to-region cooperation to increase knowledge-sharing opportunities and capacity-building.
- By joining the CEMR you will integrate a multicultural, dynamic, and collaborative team of 40+ people based in Brussels.
- CEMR offers an attractive remuneration package and career progression opportunities.
- Our Brussels-based office is a vibrant and diverse hub, where enthusiasm and passion drive our collaborative efforts. Embracing diversity, we foster an inclusive environment that reflects the richness of ideas and perspectives.

OUR OFFER

For this position, we offer a **one-year fixed term contract, with the possibility to transform to an open-ended contract** based on performance.

A competitive salary package including the 13th month of salary, legal and extra-legal holidays, a teleworking policy and teleworking allowance, a holiday allowance (as per Belgian legal framework), lunch vouchers, eco vouchers, medical insurance, and coverage of public transport expenses.

APPLICATION PROCESS

Interested candidates are invited to send their application, including a CV and a cover letter before **September the 1st 2024** at midnight, at application@ccre-cemr.org, with “Head of Communications” in the message subject.



Every application receives our dedicated attention as we believe in giving each candidate the consideration they deserve in our pursuit of talents, yet we will only be able to respond to shortlisted candidates. We are an equal opportunities employer and an inclusive workplace where every individual is valued and can thrive!