



Call for Consultant – Digital Communication

The European Anti-Poverty Network (EAPN) is the largest European network of national, regional and local networks, involving anti-poverty NGOs and grassroots groups as well as European Organisations, active in the fight against poverty and social exclusion.

EAPN is looking to work with an experienced and enthusiastic individual to support its communications work, in particular by expanding EAPN's digital and social media presence and impact. The Consultant will support EAPN's digital communication, including website, social media channels and online engagement strategies.

The Consultant needs to have an understanding of integrated communications work and a passion for social media engagement, its trends, and want to apply this to promote social inclusion and fight poverty.

Social media

- Support the ongoing social media presence development, implementation and evaluation of a social media strategy to improve EAPN's social media presence and engagement.
- Support the development of EAPN's communication strategy
- Contribute to EAPN's social media, including the daily use of Facebook, Twitter and Instagram
- Implement a content editorial calendar to manage and plan content.
- Develop content for EAPN social media channels. This includes curating and creating innovative, dynamic and strategic content adapted to each platform; and updating the overall presentation of EAPN social media outlets.
- Develop and engage our online community, including ensuring follow-up and moderation of user-generated comments, questions and posts on social media channels.

Monitoring

- Assist with monitoring the impact of our website and Newsletters
- Measure, analyse and report on effectiveness of social media content and strategy to maximise results.
- Gather and analyse data and monitor traffic to help improve EAPN's online presence.
- Create an overview of the implementation of the 2022 Comms work and our reach in 2022

Press and media work

- Update the press / media database
- Eventually draft and issue press releases, op-eds and articles

Dissemination of Publications

Website maintenance and development

- Support with regular updates of the static and dynamic pages EAPN website.

Other

- Contribute to other communications work as necessary, including designing visuals for social media or other use.
- Take on any task related to the post as deemed necessary and appropriate by the Director.

PERSON SPECIFICATION

Knowledge

Essential:

- Expertise on Digital content design
- Excellent knowledge of digital communication platforms and tools
- Proficient in using new technologies, web-based platforms and social media networks, especially Twitter and Linked-in
- Ability to apply and adapt digital innovations towards communication goals
- Knowledge of NGO Networking
- Knowledge of administration systems

Desirable:

- Knowledge of EU institutions and policies
- Knowledge of issues related to economic and social rights, preferably to poverty and social exclusion

Skills/abilities

Essential:

- Fluent in English and excellent ability to communicate in writing and orally (any other language is a plus)
- Ability to liaise with relevant parties, coordinate input and meet deadlines
- Self-starter; organized; able to multitask and balance multiple responsibilities
- Strong sense of aesthetics and design
- Ability to translate complex content into simple visual assets (infographics, graphics, GIFs, presentation slides)
- Ability to work as part of a team while being self-supporting
- Initiative and creativity in problem-solving



WORK CONTEXT

The person will support a team of 13 staff and will closely work with EAPN Communication Officer and Information & Events Officer. He/she/they will need to work with the other members of the team to ensure an integrated information sharing.

EAPN will accept offers up to 8.500 EUR (VAT included) for the implementation of this service. Candidates are requested to send as sample of their portfolio with their proposal. The agreement will be signed in November 2022 for a duration of 5 months. EAPN has a preference for Consultants based in Belgium as in-person meetings are expected under this service.

How to apply

Please send an offer and CV to sigrid.dahmen@eapn.eu by November 15. Interviews will be held in the last two weeks of November with an aim for the selected candidate to start as soon as possible.

Diversity & Inclusion

EAPN is an equal opportunity employer. We value diversity and we do encourage individuals or members of groups which are affected by poverty and other grounds of discrimination to apply for this post. EAPN will ensure that opportunities offered are accessible to all regardless of gender, age, race or ethnicity, religion or belief, disability, sexual orientation.