



Euroheat & Power aisbl, the international association for District Heating and Cooling (DHC), is recruiting:

Communications & Social Media Officer

The organisation

Euroheat & Power is the international association for District Heating and District Cooling, representing members in more than 30 countries worldwide, including all existing national DHC associations in the European Union, utilities operating DHC systems, manufacturers, research institutes, consultants and other organisations involved in the DHC business.

Euroheat & Power is active in four areas:

- ✔ Policy analysis and representation of interests towards the European Union and other international organisations;
- ✔ Documentation and analysis of market developments and trends;
- ✔ Communication and events;
- ✔ Research and development (DHC+ Technology Platform).

In the context of the transition to a low-carbon energy supply, the district energy industry has an opportunity to position itself as a driving force in the movement to make our cities greener and more energy efficient in the coming years. Euroheat & Power's mission is to work towards market growth for DHC by engaging both policy-makers and the sector across borders.

Position Summary

The successful candidate will help tell the story of district energy as a key contributor to the energy transition. He/she will be responsible for all on-line and off-line communications for Euroheat & Power, ensuring the messages are consistent and aligned with our Vision and Mission. You are the protector of the credibility and visual identity of Euroheat & Power through the various Communication channels. As the Communication & Social Media Officer, you are in charge of developing the necessary communication actions and of identifying the right communication tools to engage our targeted audiences, linked to the association's policy & lobbying work, events and EU funded projects.

Requirements

- ✔ You hold a Master's degree in Communication or Marketing combined with three to five years of relevant work experience in a similar position plus experience in digital marketing. Previous experience in the energy/climate sector and/or communications agency is an advantage;
- ✔ Exceptional written and verbal English (native equivalent) is mandatory. Other languages are an asset;
- ✔ A digital native – professional experience with social media as well as web & e-marketing tools is a must.

Competencies

- ✔ You are a persuasive & creative communicator with an innovative mindset;
- ✔ You are service-oriented, objective driven and strive to achieve targets within tight deadlines;
- ✔ You have a strong working knowledge of web and social media best practices including HTML, Word Press, Email campaigns, LinkedIn, Twitter, LinkedIn, YouTube, Flickr and are highly computer literate (Microsoft Office, Adobe Creative Suite);
- ✔ You are a quick learner and have strong organisational and project management skills;

- ✔ You pay attention to details and have very good proofreading skills to ensure all materials are high quality and accurate;
- ✔ You are a team player capable of working independently.
- ✔ Having experience and/or a keen interest in photography & video production is considered as a strong advantage. Responsibilities:
- ✔ Support the development of a yearly Communication plan in line with the overall strategy for the various Euroheat & Power activities, Units and projects (eg. ReUseHeat, events Membership...) depending on the audiences, in consultation with the relevant staff members;
- ✔ Build, harmonise and maintain Euroheat & Power branding, including Euroheat & Power's projects, activities and communities;
- ✔ Ensure consistency of Euroheat & Power brand through all communication channels (web, social media, ppt, e-mails, folders, ...).

Digital advocacy: Develop compelling content and operate independently all available digital tools (website(s), mobile application, e-marketing tools)

- ✔ Write and issue news alerts, press releases and statements/other content.;
- ✔ Convey EU lobbying and public affairs activities as well as technical content into clear and compelling messages and stories;
- ✔ Maintain, update and redesign websites (open source) and online publications ensure that information is accurate and convey mission, vision and values in a user-friendly way (create & incorporate content; drive updates, new functionalities and features & coordinate relation with web developers);
- ✔ Maintain and further develop the newly created EHP advocacy web application;
- ✔ Create and send newsletters and other electronic communication via various e-marketing tools.

Social media: Manage and monitor social media metrics to assess impact of conveyed messages and develop strategies for improvement & growth of EHP's social media presence

- ✔ Manage multiple social media profile accounts (especially LinkedIn, Twitter, YouTube, Flickr);
- ✔ Develop & tailor content for various social media channels and campaigns;
- ✔ Remain on top of how Members and other stakeholders are responding in real-time on social media, using analytics tools to measure reach, traffic and engagement, in close collaboration with other staff members, and react accordingly;
- ✔ Track (Social) Media coverage via various analytics tools to gauge Euroheat & Power presence and find new opportunities to widen our reach.

Publications & articles: Produce and coordinate the association's digital & print material in collaboration with the relevant staff members (define Euroheat & Power info and messaging for content, prepare interviews accordingly, write and edit articles, liaise with authors, members and colleagues to get articles) including setting up timelines, compile files, supervision of graphic design, proof reading...

- ✔ Develop & create communication materials (from preparation and follow-up of RfP's, to planning, content development & dissemination);
- ✔ Edit and improve content of various publications while ensuring adherence to brand guidelines (annual reports, newsletters, promotional materials such as adverts, leaflets etc.) and oversee the production of publications;
- ✔ Write articles for external publications - blog & guest articles including regular contributions to the Euroheat & Power Magazine.

Audio-visual: Maintain & implement the association's in-house video strategy as key visual communication tool to complement & interact with existing tools (website, social media, digital publications)

- ✔ Coordinate the video production cycle from preparation & storyboarding, to shooting, editing & publishing video content;
- ✔ Establish & maintain a photo & video library.

Media relations: Organise and grow EHP's media presence & improve relations with key media representatives

- ✔ Day-to-day coordination of media opportunities, keep updated media list', respond to media enquiries, monitor online media coverage;
- ✔ Coordinate interviews, welcome journalists at conferences, ensure media watch, if need be, organise media training with interviewees;
- ✔ Create & share relevant content (briefings, statements).

Other tasks & duties

- ✔ Provide support & expertise to communications activities related to policy, events and EU funded projects;
- ✔ Representation in external coalitions & stakeholder groups;
- ✔ Outreach to current & prospective members.

We offer

- ✔ A permanent contract in a dynamic & growing sector, involvement in a wide range of responsibilities & projects with a high level of independence;
- ✔ A spot on a talented and ambitious team where each member has the space to take risks and try new approaches;
- ✔ A competitive salary package depending on level of experience;
- ✔ Possibility for occasional homeworking and other benefits such as meal vouchers, 13th month (additional salary payment in December), extra vacation days depending on work schedule chosen, Eco-cheques, Transportation Reimbursement (legal level) and Bonus Scheme.

How to apply?

Please address application letters (maximum two pages) and curriculum vitae to jobs@euroheat.org, with the subject Communications & Social Media Officer. Your cover letter should outline your suitability and motivation for the post, including your salary expectation. It should explicitly reference how your profile matches the different job requirements described above. Please also include with your application the names and contact details of two people (ideally a current or former line manager or supervisor) who could provide a reference in case you are short-listed for interview.

Deadline for applications: 16/11

Further Information

Please direct any questions to jobs@euroheat.org.

More information on Euroheat & Power can be found on the website at www.euroheat.org