



EFA
European Federation of Allergy and Airways Diseases Patients' Associations

is looking for an energetic full time (38h/week)

Communications Manager

to join our dynamic team

Are you a communication professional with a social purpose?

Then apply for this Communications Manager position in our active and expert civil society movement, working on health and disease prevention in Europe and worldwide. We are a federation of 45 national patients' associations of people living with allergy, asthma and chronic obstructive pulmonary disease (COPD) advancing patients' rights in a very competitive environment. Together with our community of members in 26 countries, we advocate for access to the best quality care in Europe and internationally, for policies that allow patients live in a safe environment, and for patient participation in decisions influencing their health.

The EFA Communications Manager is **responsible for EFA internal and external communications aiming at ensuring that patients' rights and needs are at the heart of policy decisions affecting health**. The Communications Manager leads EFA's overall external communication for community impact and he/she/they cooperates actively with colleagues.

The Communications Manager reports to EFA Director of Policy and Communications and **manages a strong communications team** of a Communications Officer and a Digital Communications Developer, as well as a variety of communication providers and external consultants. The Communications Manager advice is sought by EFA's lead team and Board.

The main tasks are:

Corporate communications:

- To lead EFA corporate communication, branding and narratives, with freedom to shape EFA's image through attractive communication and marketing strategies that convey EFA's mission in Europe and globally.
- To develop content strategies that maximise reach on our social media accounts on LinkedIn, Instagram, Twitter, Facebook and YouTube.
- To develop and sustain public attention to patient's rights through press and media outreach pro-actively at European level.
- To revamp EFA website as a one-stop shop to drive informed action for allergy, asthma and COPD at European level.
- To support communications to enhance interest and participation around EFA activities and events.

Internal community communications:

- To enhance community collaboration and mobilisation through clear internal communications that seek impact through and for our patients' communities.
- To leverage EFA's policy campaigning record with community plans, making sure EFA communications strengthen our members' activities.
- To position patients' rights through international days with interesting, innovative and challenging content and tools.

Programme communications:

- To ensure that EFA narratives are well conveyed across EFA programmes and activities.
- To empower EFA communities with project communication tools to enable and strengthen national impact of EFA's advocacy work.
- To lead the communications of EFA projects such as [BREATHE Vision](#), [AboutAsthma](#), the [Youth Parliament on Allergy and Asthma](#), and [AtopicalLives, in cooperation with colleagues](#).
- To guide project colleagues on the dissemination of EU research funded projects from the patients' perspective.

Interested to join the EFA team? We are looking for the following experience and qualities:

Essential:

- University bachelor's degree on Communication (i.e. journalism, media studies, marketing, communications). A Masters' Degree level related to Communication will be considered a plus,
- a minimum of three professional years in communications and/or campaigning,
- outstanding verbal and written communication skills in English and strong editing, proof-reading and graphical skills; additional languages will be considered a plus,
- ability to develop communications in the context of a membership organisation,
- strong public speaking skills to a wide variety of internal and external audiences,
- experience in processing and drafting information on a range of issues including healthcare, environment and research to address diverse audiences,
- comprehensive knowledge of CMS (e.g., WordPress and Joomla) and communication tools (e.g., Adobe Creative Cloud, Canva), and high computer literacy (e.g., Microsoft 365, Monday.com),
- strong social media skills and a digital campaigning record,
- ability to manage a complex workload and to plan and prioritise,
- team spirit and the ability to work with a very diverse international team across Europe.

Desirable:

- Previous experience in a communications management position,
- experience in the NGO field and/or with membership organisations,
- experience in social communications and civil society participation,
- knowledge of health and public health policies,
- experience and/or good understanding of processes in and set-up of European institutions and EU-level policy making.

EFA offers a permanent Belgium standard contract, including benefits such as lunch and eco coupons, local travel support, pension scheme and hospitalisation insurance and five extra holidays, with a competitive salary based on the candidate's experience. The position is in-person, based in Brussels at our pleasant offices close to metro Madou, with some flexibility to telework within the EU, and with the opportunity to travel across Europe to represent EFA.

In addition, as a learning organisation, EFA offers plenty of opportunities to develop professionally depending on the candidate strengths and interests. We are of course an equal opportunities employer, we embrace diversity and our office culture can be characterized as open and inclusive.

Please apply by sending your CV, together with a cover letter and reference 'EFA Communications Manager' by Wednesday, 4th September 2024, as a comprehensive .pdf to: communications@efanet.org. We will assess applications on a rolling basis. Successful pre-screening candidates will be invited for an interview on the week of the 9th of September.

Find more information on www.efanet.org and follow us on social media. We look forward to receiving your application!