



Job Description: Communication Officer – European Inland Waterway Transport (IWT) Platform

Overview

The Communication Officer is an important member of the European Inland Waterborne Transport (IWT) Platform, a private foundation operating under the legal and financial regulations of Belgium.

Established in 2018, the European IWT Platform serves as the executive arm for both the European Barge Union (EBU) and the European Skippers' Organization (ESO). These entities are the sole representatives of inland barge owners and operators at the EU level. In this role, the IWT Platform supports the EU-level advocacy efforts of both organizations and also actively promotes the smart, sustainable, and competitive development of IWT through targeted initiatives and collaborative projects. Operating through its specialized committees and its Brussels office, the IWT Platform is an active participant in, and contributor to, expert discussions and policy formulation in the domain of inland navigation. It collaborates with a diverse range of governance structures at the EU, regional, and national levels, thereby amplifying its contributions and influence.

The Communication Officer plays a vital role in managing both internal and external communications for the organization. Working in close collaboration with the General Manager, the officer's responsibilities include website management, media relations, stakeholder engagement, and event coordination. Additionally, the communication officer will oversee content creation and social media strategies, while continuously evaluating the impact of these communication efforts. The role is particularly important for facilitating stakeholder interactions and knowledge transfer in EU-funded projects.

Position Details

Location: Brussels

Contract Type: full - time

Start Date: December 2023

Reports to: IWT Platform General Manager

Key Responsibilities

1. Communication Strategy Development

- Contribute to the development, implementation, and evaluation of an overarching communication strategy for the organization.

2. Internal Communication

- Under the guidance of the General Manager, facilitate effective communication within the team and with the board of directors.
- Prepare internal newsletters, announcements, and presentations.

3. External Communication

- Manage and update the organization's website.
- Create and distribute external newsletters.

- Handle press releases and other media communications.
- Develop and maintain relations with stakeholders, media, and the public.

4. Stakeholder Engagement and Know-how Transfer

- Actively contribute to stakeholder engagement initiatives.
- Organize and participate in know-how transfer management events.
- Coordinate communication activities related to EU-funded projects where the platform is a Project Partners.

5. Social Media Management

- Manage and update the organization's social media platforms.
- Create and execute a social media strategy to align with organizational goals.

6. Event Coordination

- Assist in the planning and execution of events, both virtual and in-person.
- Coordinate with vendors and stakeholders for event management.

7. Content Creation

- Develop various types of content, including articles, and videos.
- Assist in the development of marketing materials.

8. Monitoring and Reporting

- Track performance metrics for communication strategies.
- Prepare monthly and quarterly reports on communication activities.

Qualifications

- Bachelor's or Master's degree in a relevant field (e.g., marketing & communications, Journalism, or a related field in an international environment).
- A minimum of 3 years of experience in a similar role.

Technical Skills

- Excellent command of English (C1 spoken and written) is mandatory; proficiency in either French, German, or Dutch would be considered a strong advantage.
- Excellent communication qualities, especially in writing, editing, and drafting.
- Familiarity with Content Management Systems (CMS) and social media platforms.
- Advanced IT user skills (Excel, Word, Internet, Photoshop, InDesign, social media).
- Proven experience in designing and developing policy messages, communication, and awareness-raising digital campaigns (tools, messaging, etc.), in-person and online international events.
- Proven management of institutional/campaign-oriented social media accounts and community engagement platforms.
- Capacity to run large-scale social media campaigns and design dissemination materials, e.g., infographics, project leaflets, etc.
- Ability to analyse and prepare reports on website and social media engagements.
- Computer skills including the use of Microsoft Office tools, WordPress CMS, and the ability to solve small IT problems.
- Experience in project dissemination activities at the European level, including the design of Communication and Dissemination strategies and plans.

Soft skills

- Cultural awareness, flexibility, and strong team orientation.
- Willingness and availability to travel for work.
- A good team player but also able to work independently.

Preferred Qualifications

- Understanding of EU Transport policies and priorities, challenges, and priorities
- Familiarity with the EU advocacy milieu

We offer

- **Position & Duration:** An open-ended, full-time employment contract, commencing in November 2023, governed by Belgian employment law.
- **Work Flexibility:** Flexible working hours combined with the option for partial home-office work.
- **International Exposure:** An opportunity to be part of a diverse international team based in Brussels.
- **Compensation:** A competitive salary package, which will be tailored based on the candidate's experience and expertise, to be discussed with shortlisted candidates during the recruitment process.

Application Process:

- Interested candidates are invited to apply by sending both their Curriculum Vitae (CV) and a motivation/cover letter detailing their relevant experience and explaining their interest in the position.

Please send your complete application to: jobs@inlandwaterwaytransport.eu.