

JOB OPENING @ EVPA | COMMUNICATIONS AND PARTNERSHIPS MANAGER

ABOUT EVPA – EUROPEAN VENTURE PHILANTHROPY ASSOCIATION

Established in 2004 and based in Brussels, EVPA is a non-profit, membership association gathering organisations interested in or practising [venture philanthropy](#) (VP). These include social impact funds, grant-making foundations, impact investing funds, private equity firms and professional service firms, philanthropy advisors, banks or business schools. EVPA currently gathers over 320 [members](#) from 30 countries, mainly based in Europe.

As a growing organisation we need to expand our communication outreach, nourish valuable existing partnerships and establish ambitious new ones. We are therefore looking for an experienced Communications & Partnerships professional to join our young and very dynamic team.

For more information please visit: www.evpa.eu.com

JOB DESCRIPTION

You will co-develop and execute an ambitious marketing & communication strategy and public relations strategy, aiming to highlight EVPA as the leading community of venture philanthropists, social investors and SPOs in Europe and beyond. Main goals of this strategy include:

- Building strong visibility of EVPA with a clear message and brand: confirming EVPA as the thought leader on [investing for impact](#) in Europe;
- Effectively liaising with members, existing and potential new partners as well as relevant institutional and other stakeholders and mainstream media;
- Increasing sales of our products and services, especially the [Annual Conference](#), the [C Summit](#) and the [Training Academy](#)

You will be an integral part of the EVPA Marketing & Communications team, reporting to its Director and working closely with the Creative Manager and the Digital Marketing Manager. The department collaborates cross-functionally with partners in our community, on-the-ground representatives in France, the UK, Germany/Austria/Switzerland and CE Europe.

You will also work closely with all other EVPA departments (Community & Market Development, Research, Policy, Training Academy) in order to create innovative media/PR content and disseminate it effectively. You will cooperate with the Finance department on the implementation and reporting of the ongoing European Commission grant.

This is a full-time role (38 hours per week), situated at the EVPA Head Office in Brussels, with occasional travel across Europe. The post holder should already have the right to be employed in Belgium.

TASKS & RESPONSABILITIES

- Co-develop and implement an existing marketing and communication plan to strengthen EVPA's position as a leader in the the social impact space;
- Co-develop and execute omni-channel demand generation strategy including SEO, content syndication, email marketing;
- Co-create a series of multi-channel, multi-step campaigns both for internal (team, Community) and external use;
- Co-develop and implement the partnerships plan and work with partners such other network organisations, EVPA members & partners in general
- Co-develop and implement the media plan and work with media outlets to strengthen EVPA's positioning and give visibility to EVPA members;
- Promote Media Sponsorship and partnership that could add value to EVPA's offer towards current and potential members;
- Work with a data-driven philosophy, serving members and relevant stakeholders;
- Identify fresh content ideas that feed into the plan to raise media and influencers' interest in EVPA's research, services and events;
- Draft press releases and disseminate content through various channels;
- Liaise with community-related and mainstream media outlets;
- Ensuring the communication on special projects such as the annual conference and the Corporate Initiatives, but not restricted to these;
- Assist the CEO and MarCom Director with fundraising: donor stewardship and proposal writing.

SKILLS & QUALITIES

- 5+ years of experience in an (online) marketing communications and/or public relations role with a proven track record demonstrating success;
- 5+ year experience working with a multicultural international team;
- Understanding of the 'social impact world' due to your experience in the sector is a must.
- Experience in navigating through the subtle concepts/meanings/keywords used online and offline in the impact sector a definite plus;
- A high degree of empathy to anticipate how messages resonate with multi-stakeholder audiences, adjusting how content should be presented and framed;
- Highly organised, detail-oriented and able to set clear content guidelines and respect deadlines;
- Savvy of new developments in public relations/social networks and an openness to test new approaches and iterate on an ongoing basis;
- Awareness of the synergies between public relations/social media and digital lead generation, and ideally practical experience in this area;
- Comfortable with managing multiple projects and competing priorities in a fast-paced environment;
- Advanced university degree in Communications/Marketing studies or fields relevant to the post, or first-level degree accompanied with related professional experience;

What would be considered a definite plus?

- Proven experience in donor stewardship and establishment of new partnerships;
- Familiarity with projects supported by the European Commission and/or other institutional/major donors (public or private);
- Knowledge of HTML/CSS/WordPress/Craft CMS;
- Knowledge of Google Analytics and MailChimp;
- Knowledge of Salesforce

WHAT WE OFFER

- Full-time position under Belgian law, based at the Philanthropy House (Rue Royale 94) in Brussels;
- Working across the organisation in a dynamic international ecosystem;
- Part of a highly motivated, international, entrepreneurial and dynamic team;
- A competitive salary, based on experience and skills and an attractive fringe-benefit package including an additional pension/life insurance scheme, group hospitalisation insurance, luncheon vouchers and compensation of public transport costs.
- Desired starting date: March 2020

Sounds like you? Then send us a motivation letter (max. one page) and detailed CV or surprise us with an alternative way to apply!

All applications should be sent to communications@evpa.eu.com (subject: Communications & Partnerships Manager) on a rolling basis and in any case no later than **9th February 2020**.

Only shortlisted candidates will be notified and invited for an interview.

EVPA is an equal opportunity employer. We celebrate and practice diversity in all its forms and are committed to creating an inclusive environment for all of our employees.