

JOB OFFER – DIRECTOR OF INTERNAL AND EXTERNAL COMMUNICATIONS

ABOUT ENCATC

ENCATC - The European Network on cultural management and policy is a membership organisation bringing together educators, researchers, policy makers, practitioners and artists working across the cultural and creative sector. We hold a consultative status at the UN, are an official partner of UNESCO, observer to the Steering Committee for Culture of the Council of Europe, and a Creative Europe Network. ENCATC exists to promote a sustainable, equitable and flourishing cultural sector by facilitating networking among the cultural management and policy community, fostering qualitative and interdisciplinary education in the broad field of culture, publishing cutting-edge research, and advocating for the discipline and for evidence-based cultural policies at international, European, national and local level.

JOB DESCRIPTION

ENCATC is offering a full-time job for a Director of internal and external Communications

The ideal candidate will be under the supervision of the Secretary General and he will work in close cooperation with the Director of projects' Communications. He / she should have a profile with skills in strategic planning, PR, media relations and team leadership. He/she will collaborate with various members of the ENCATC team to ensure consistent and effective communication across different platforms and stakeholders. Strong editing skills, and the ability to navigate diverse communication channels are key traits in this role.

MISSIONS

The Director of internal and external Communications crafts and executes a comprehensive communication strategy for the ENCATC network that aligns with the organization's goals. This involves conveying the brand's message effectively to both internal and external stakeholders, fostering a positive image, managing crises adeptly, and ensuring consistent, clear, and engaging communication across various platforms. The Director of internal and external Communications contributes to building and maintaining a strong and positive reputation for the organization, fostering meaningful relationships with stakeholders, and effectively communicating its objectives and values.

In particular he/she will be asked to perform the following tasks:

- **Developing Communication Strategies:** Creating comprehensive plans that align with organizational goals and effectively communicate key messages to target audiences.
- **Media Relations:** Building and maintaining relationships with journalists, media outlets, and influencers to secure positive coverage and manage the organization's public image.
- **Internal Communications:** Ensuring consistent and transparent communication within the organization to align members, board and staff with the company's vision, values, and goals.

- **Crisis Management:** Being prepared to handle and mitigate any crises that could potentially impact the organization's reputation, providing timely and accurate information.
- **Content Creation:** Create engaging content across various platforms (social media, website, newsletters, press releases, etc.) to convey the brand's story effectively.
- **Brand Management:** Maintaining and enhancing the organization's brand identity through strategic messaging and communication initiatives.
- **Analytics and Evaluation:** Measuring the effectiveness of communication strategies through analytics, feedback, and key performance indicators (KPIs), and adjusting plans accordingly.
- **Team Leadership:** working in close cooperation with his/her colleagues and in particular the Director of Projects communication, he will also lead and manage a small team of communication volunteers, providing guidance, mentoring, and fostering a collaborative and creative environment.

REQUIRED PROFILE

The required profile for a Director of internal and external Communications involves a blend of skills, experience, and personal qualities:

- **Strategic Thinker:** Ability to develop and execute comprehensive communication strategies aligned with organizational objectives.
- **Excellent Communication Skills:** Proficiency in written and verbal communication to convey messages clearly, concisely, and persuasively.
- **Media Savvy:** Strong understanding of media relations, PR tactics, and crisis management to navigate various communication channels effectively.
- **Leadership Abilities:** Experience in leading teams, managing projects, and fostering a collaborative and innovative work environment.
- **Adaptability:** Capacity to adapt to evolving trends, technologies, and communication platforms in a fast-paced environment.
- **Analytical Skills:** Capability to analyse data, metrics, and feedback to measure the success of communication strategies and make data-driven decisions.
- **Relationship Building:** Strong networking skills to build and maintain relationships with media, stakeholders, and internal teams.
- **Problem-Solving Skills:** Ability to anticipate and manage potential communication challenges or crises effectively.
- **Creativity:** Capacity to develop engaging content and innovative communication approaches to capture the audience's attention.
- **Ethical and Strategic Mindset:** Upholding ethical communication practices while strategically managing the organization's reputation and public perception.

Language skills

French (fluent written and spoken)
 English (mother language or equivalent)
 Additional languages are an advantage.

CONTRACT DATES

Full-time job (CDD) as of February 2024 with the possibility to be extended for additional 4 years.

RECRUITMENT PROCESS

- Candidatures that will not fit the criteria announced in the required profile will not be assessed and will not receive any notification from the ENCATC Office
- Application Deadline 31 December 2023
- Candidates selected for interview will be notified by 15 January, 2024;
- Round of interviews will take place online from 15 till 30 January 2024;
- Communications of the result of the recruitment process will be announced by 15 February 2024.
- This position starts from 1 March 2024.

WORK LOCATION

ENCATC Office
Avenue Maurice, 1
B-1050 Brussels

CONDITIONS

The position is based on a full-time contract (38 hours per week). The position requires presence in our Brussels office. Gross monthly salary based on the years of working experience of the applicant. + Luncheon Vouchers per day + commuting allowance + 25 days of holiday. We offer an inspiring working environment with an amazing network of members and partners all over the world.

ONLINE APPLICATION FORM: <https://forms.gle/6NkJQQFEgBFdmEhRA>

Important note: only the applications submitted via the online form will be considered. Please remind to convert all attachments into PDFs to avoid uploading problems. **Applications submitted via email with attachments will not be reviewed or considered for the position.**