

The European Patients' Forum (EPF)
is looking for a committed, creative and experienced

Communications Manager

To join its Secretariat in early autumn

Deadline for applications: 20 August 2018

Full Time, Open-ended contract

BACKGROUND

The European Patients' Forum (EPF) was founded in 2003 to be the collective influential patient voice in European health and related policies and a driving force to advance patient empowerment and equitable patient access in Europe.

EPF currently represents 73 members, which are national coalitions of patient organisations and disease-specific patient organisations working at European level. EPF reflects the voice of an estimated 150 million patients living with various chronic diseases throughout Europe.

EPF's vision for the future is that all patients with chronic conditions in the Europe have access to high quality, patient-centred equitable health and related care.

The EPF strategic goals focus on areas such as health literacy, healthcare design and delivery, patient involvement, patient empowerment, sustainable patients' organisations and non-discrimination.

More information: www.eu-patient.eu

Purpose of the role

The Communications Manager develops and implements EPF's communication strategy. S/he is responsible for raising awareness of and maximising the influence and impact of EPF's work amongst political decision-makers, key opinion leaders, other external stakeholders, the patient community and the wider public.

Job Description

Job title: Communications Manager

Starting date: September 2018

Reports to: Secretary-General

Location: EPF Office, Chaussée d'Etterbeek, 1040 Etterbeek, Brussels

Main Tasks and Responsibilities

1. To lead on EPF's communication strategy:
 - To develop the overall EPF communication strategy based on our organisation's vision, mission and core operational objectives;
 - To develop specific communication strategies and appropriate tools aimed at decision-makers and health stakeholders in close cooperation with EPF policy and programme teams;
 - To support as needed the EPF Membership Officer in the rapid dissemination of information to and from the EPF membership;
2. To create, update and manage EPF's key communication tools in cooperation with secretariat colleagues, including:
 - Monthly EPF Newsletter;
 - EPF Magazine
 - EPF work plans, annual report and leaflets;
 - Website content in collaboration with the EPF webmaster;
 - Standard slide sets for staff and board members;
 - Fact sheets, infographics, videos, podcasts, etc. on an ad hoc basis.
3. To manage and implement EPF's social media strategy;
4. To co-lead / support communications and dissemination in EPF related projects;
5. To lead EPF campaigns with effective and creative communications tools and actions;
6. To create and maintain an EPF exhibition kit;
7. To manage communication-related meetings, including a regular meeting of pro-bono public affairs consultants; and internal meetings to optimise synergies and coherent comms output across the EPF secretariat
8. To ensure consistency of EPF's branding across communication channels (internally and externally);
9. To manage EPF's information resources – library and documentation of publications and research;
10. To support the EPF Secretary General in liaising pro-actively with the media at both European level and in member states where EPF wishes to have a strong presence (e.g. representation at an event, EU Presidency etc);
11. To develop a crisis management strategy and support the EPF Secretary General in the implementation of the strategy as needed;
12. To represent EPF externally as needed;

13. To undertake the following financial and management activities:

- Draft and monitor the communication budget and ensure that all budget reporting requirements are adhered to and are of a high quality;
- Organise tenders to identify external suppliers for the provision of services based on EPF's internal procurement guidelines;
- Provide input and reports on communication activities for operating and project grants;

14. To line-manage the Communications Officer.

Dimensions and Key Interfaces

Team size: 17

Direct Report: 1 (Communications Officer)

Key interfaces (internal):

- Secretary General;
- IT Coordinator;
- Director of Policy and Policy team;
- PARADIGM project coordinator
- Programme Manager;
- Events Officer;
- Membership Officer;
- All team members.

Key interfaces (external):

- EPF President and Officers;
- EPF Board;
- EPF Member organisations

Profile – Knowledge, Skills, Experience

ESSENTIAL

- At least 5 years' experience of working in communication, media relations, European affairs, and/or relevant journalistic experience;
- Strong track record of developing and implementing a communications campaign in Brussels and/or at European level, including creative communication actions;
- Proven experience in managing social media activities and leveraging social media as part of an integrated communications strategy;
- Demonstrated ability in achieving high-quality media coverage in Brussels and/or across Europe;

- Sound knowledge of website development and content management, according to accessibility standards, and relevant IT tools and programmes;
- Solid understanding of developing and using a visual identity to establish and maintain a strong brand;
- Proven ability to analyse complex policy issues and translate those into clear written and oral messages for a variety of different audiences in a, sometimes challenging, political environment;
- Expertise in developing story boards for videos and overseeing production of videos;
- Experience in developing written and electronic communication material, promotional items and exhibition kits;
- Written and spoken English at native speaker level, with working knowledge of at least one other European language;
- Good experience in drafting and managing budgets and in working with external suppliers;
- Proven commitment to high professional ethical standards and diversity and learning in the workplace;
- Ability to operate in a fast paced, community environment and to work to tight deadlines;
- Excellent computer skills and proficiency in Excel, Word, Outlook and desk top publishing.

DESIRABLE

- Experience in managing communications assistant and interns;
- Knowledge of the EU health environment and EU health policy;
- Experience of working in an EU NGO;

PERSONAL QUALITIES AND ATTRIBUTES

- Demonstrable commitment to the vision and the mission of the European Patients' Forum;
- Excellent interpersonal skills and a collaborative management style;
- Excellent negotiating and influencing skills;
- First-rate organisational and planning skills;
- Availability to travel and work outside of normal working hours occasionally;
- Ability to work in a diverse team.

We offer

- A full-time position giving you the opportunity to integrate a dynamic and multi-cultural team;
- An open-ended contract;
- A competitive salary, in region of 3150-3250 EUR gross, coupled with various benefits (lunch vouchers (8 euros/day), annual bonus, transportation costs within Brussels region, health care (hospitalisation and ambulatory care) and pension insurance).

To apply

Please send your applications consisting of a letter of motivation (**one page maximum**), your CV, two references and the completed questionnaire (below) in English to recruitment@eu-patient.eu **by 20 August 2018 (COB)** at the latest. The selected candidate should be prepared to start in September or early October 2018.

Questionnaire for Communications Manager post - Please answer the following question:

What do you see as the main challenges in getting media coverage on health stories at EU and Member State levels. As EPF Communications Manager, how would you address those challenges? (maximum 40 lines).

All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, or age.

EPF will process the data submitted by candidates for the purposes of recruitment and selection, according to its Privacy Policy: <http://www.eu-patient.eu/About-EPF/epf-privacy-policy/>. We will treat your data with the utmost care and take all appropriate steps to protect it.

Please note that due to the volume of applications expected, only shortlisted candidates will be contacted.