



JOB TITLE: COMMUNICATIONS MANAGER

REPORTS TO (DIRECT): DVP GLOBAL COMMUNICATIONS AND MARKETING

LOCATION: DEN HAAG, THE NETHERLANDS

FULL- OR PART-TIME: FULL TIME

JOB DESCRIPTION

POSITION SUMMARY/ OBJECTIVE

IFAW is looking for a Communications Manager who is well-versed public relations and earned media in the regional media landscape and demonstrates a proven track record for building and executing integrated communications strategies at the country level. Candidate must be a autonomous worker that knows how to navigate a team, able to multi-task several moving parts, prioritize multiple work streams and manage complex stakeholder (internal and external) networks. He/she must also bring a strong network of influential media contacts along. The ability and passion to navigate diverse, complex, and global subject matters is a must. We are looking for candidates that can deal with stress and attest to having a well functioning work life balance, someone who is stress resistant and capable of focusing on output.

ROLE AND RESPONSIBILITIES

- Craft integrated communications and marketing strategies for in-country campaigns and launches them across channels and respective audiences
- Creatively and proactively develop, own and execute in-market earned media programs and plans with a key focus on driving earned media coverage
- Contribute to development processes at the global and regional level; ongoing collaboration with marketing and development to ensure integration
- Brainstorm and pitch compelling ideas and stories for both media and digital influencer efforts
- Develop pitches, press releases, blogs, bylined articles, and other press materials in a timely and pro-active fashion
- Pull together weekly, monthly & quarterly country reports, including but not limited to campaign activities, vents, media coverage and influencer engagement
- Monitor media outlets for coverage of issue-relevant news and competitor developments
- Create and maintain media outlet and journalist contacts and send lists
- Understand global and industry issues that directly and indirectly affect the organization
- Manage and build relationships with media and digital influencers
- Mine current news cycle for ad hoc and longer term media opportunities
- Lead story mining sessions with office staff including campaigners
- Coordinate press inquiries, interviews and local event logistics
- Support Regional Director in crafting and distributing a market-relevant Annual Report
- Plan and monitor communications budget
- Manage communications consultants, contractors and agencies when necessary

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- 1-2 years' management experience leading small groups and projects
- 3-5+ years' experience in PR/communications and/or government relations role with expertise in writing, plan development, media relations strategy and execution, event management, speaking and awards submissions, social content, measurement, and monitoring
- Bachelor's Degree
- Understand the elements of what makes a good story
- Speak, write and edit succinctly and compellingly
- Extremely well organized; able to effectively multitask while maintaining professionalism and composure
- Able to prioritize and manage time effectively, and to balance competing demands and priorities in a fast-paced environment
- Ability to work within a team
- Strong administrative and leadership skills to maintain high standards and coordinate staff effectively
- Flexible, diplomatic, detail-oriented style with professional, positive manner
- Self-starter with a high level of professionalism and demonstrated initiative, judgment, decisiveness and confidence
- Excellent problem-solving ability
- Proficiency in Microsoft applications including PowerPoint, Word and Excel
- Fluent in English and Dutch; basic French and/or German are a plus

OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities will change from time to time to meet the needs of the department and our organization.

At IFAW, we aim to create and foster a workforce that reflects and contributes to the diverse, global community in which we work to improve the lives of both animals and people. We are dedicated to fostering justice, equity, diversity, and inclusion so we actively encourage candidates from diverse backgrounds.

HOW TO APPLY

Please send a letter of application by email to vacatures@ifaw.org attn. Olga Bleijenberg stating the skills and approach that you would bring to the post with your CV/resume.

Please ensure that they are sent as Word or PDF documents with the titles "*your name cover letter*" and "*your name CV*".