

10/2023

## ADVOCACY COMMUNICATIONS SPECIALIST

### JOB SUMMARY

The Advocacy Communications Specialist, reporting to the Director EU Advocacy – General Delegate is responsible for driving the profile and communications of IRU advocacy in the EU. As part of the IRU delegation in Brussels, the Communications Specialist will plan, produce and write content for IRU audiences including members, EU institutions, the media and the transport industry, as well as delivering advocacy campaigns and event concepts and programmes in the EU.

**Reports to:** Director EU Advocacy  
**Direct Reports:** None  
**Travel:** Up to 10%  
**Location:** Brussels

### RESPONSIBILITIES

- Create, write and edit articles, press releases, campaign material, web and marketing materials
- Plan and draft social media content; identify influencers in transport, trade and sustainability
- Plan and deliver communication strategies and campaigns; support EU activities and campaigns
- Support creation and delivery of external events in the EU, including large events such as regional congresses
- Ensure positions and messages of IRU advocacy in the EU are clearly communicated to target audiences including IRU members, governments, regulators, partners and the media
- Monitor and develop opportunities from EU political discourse and industry and lobbying trends
- Lead media outreach to focused press in Brussels; handle EU-related media requests
- Manage suppliers and agencies when needed
- Build strong relationships with communications managers from IRU members across the EU
- Support strategy and delivery of IRU-led communications components of EU-funded projects

### COMPETENCIES, SKILLS & BEHAVIOURS

- Positive, flexible and adaptable to change, able to be a “hands-on” member of the team when needed
- Able to manage multiple priorities, hardworking, proven organisational skills
- Ability to work with multiple stakeholders around the world
- Excellent interpersonal skills with the ability to work effectively with colleagues
- Demonstrate an understanding of IRU and its members, clients and the transport industry
- Fosters winning culture by encapsulating our 10 IRU Competencies & Behaviours fully
- Understand the sense of urgency and drive change
- Embraces cross-functional collaboration to ensure success

**QUALIFICATIONS & EDUCATION**

- University degree in communications, business, politics or a related field
- At least five years' experience in communications and media relations in a trade association, company, NGO, think tank or government, ideally with a strong EU institutional focus
- Experience or understanding of transport business and policy at an EU level; knowledge of EU institutions and lobbying practices in general
- Native or near-native English proficiency (spoken and written) is mandatory; French, German and/or other European languages are a strong asset
- Experience in setting up and implementing communication plans, including advocacy campaigns
- Experience in media relations and dealing with media requests
- Experience of using digital and social media to achieve advocacy objectives
- Experience in organising events
- Excellent written and verbal communications skills, with a flair for writing and creative storytelling