



02/2021

IRU is the global industry association for road transport, driving the sustainable mobility of people and goods across the planet.

**Our rapidly evolving and dynamic organisation in Brussels is looking for a**

## **Communications Specialist**

### **JOB SUMMARY**

Reporting to the Senior Adviser, Public Affairs, the Communications Specialist is responsible for driving IRUs profile and communications. As part of the global communications and events team, they 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.

### **RESPONSIBILITIES**

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

### **QUALIFICATIONS & EXPERIENCE**

- English mother tongue is mandatory; French and other European languages is a strong asset
- University degree in communications, business, politics or a related field
- At least two years' experience in communications or campaigns in a member or 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 is desirable; knowledge of EU institutions and lobbying practices in particular is an asset.
- Experience preferred in media relations, ideally with some media contacts
- Experience preferred of using digital and social media to achieve campaigns or advocacy objectives
- Excellent written and verbal communications skills, with a flair for writing and creative storytelling

### **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
- Foster a winning culture by fully encapsulating IRU's ten Competencies & Behaviours
- Understand the sense of urgency and driving change
- Embraces cross-functional collaboration to ensure success
- Fully committed to IRU and determined to reach IRU's shared external and internal objectives

If you are interested in this exciting opportunity, please send your CV and motivation letter in English via LinkedIn or directly to [hr@iru.org](mailto:hr@iru.org), indicating your interest and why you believe you are the right fit for the position. Your most recent CV would also be very much appreciated.