

08/2021

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

Our rapidly dynamic organisation in Brussels is looking for a

COMMUNICATIONS SPECIALIST

JOB SUMMARY

The Communications Specialist, reporting to the Director EU Advocacy – General Delegate is responsible for driving the profile and communications of the EU advocacy of IRU. 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.

RESPONSIBILITIES

- Plan and deliver communication plans and campaigns; support EU activities & campaigns
- Ensure positions and messages of EU advocacy 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 in Brussels; handle EU-related media requests
- Support creation and delivery of external events in the EU
- 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

QUALIFICATIONS & EDUCATION

- University degree in communications, business, politics or a related field
- At least 5 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 is mandatory; French, German and/or other European languages is a strong asset
- Experience in setting up and implementing communication plans, including communication campaigns
- Experience in dealing with media and media requests
- Experience 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 and in virtual
- 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 & drive change
- Embraces cross-functional collaboration to ensure success

If you are interested by this exciting opportunity, please send your motivation letter and most recent CV in English. Deadline for application: 31 August 2021.