

## Communications Manager, AVEC

Do you have a passion for fact-based communications, social media, EU policy, strategic thinking and agriculture? AVEC - The Association of Poultry Processors and Poultry Trade in the EU is currently looking for a dedicated Communications Manager who will be responsible for our communications strategy, public relations and digital footprint in Europe. Do you have the skills to defend the interests of the poultry processors and ensure our voice is heard and taken into account in the media and political landscape? If yes, we can't wait to hear from you!

### Who are we?

AVEC represents the European poultry sector, together we raise the voice of the European poultry meat sector. The members include national organisations that represent the poultry sector and poultry trade in 16 EU member states and the UK.

### Your role:

- Development and implementation of the communication and branding strategy of the organisation, using both online and offline tools
- Delivering on campaign and advocacy objectives, in collaboration with policy colleagues and project partners
- Tailoring messages from the different policy areas to the target audience
- Planning appropriate and timely actions around relevant milestones and implementing joint campaign actions
- Build and maintain an extensive, active, and positive external network and work with media outlets, trade associations, industry partners, non-profit groups, and other key influencers to promote and build support for AVEC
- Proactively identifying, developing, and pitching stories to media outlets
- Helping develop core messages and narratives for European Poultry Meat
- Engage proactively with media and influencers to highlight AVEC members' impact on the European economy
- Represent AVEC externally to EU media and other external stakeholders
- Create dynamic content, including articles, press releases, speeches, event scripts, interviews, videos, and photos
- Preparing social media toolkits to broaden reach, engage audiences and achieve advocacy goals
- Updating, maintaining, and helping develop AVECs online presence
- Organise online and offline meetings and events
- Actively monitor relevant events and inform members
- Coordinate communication activities with the association's members and external stakeholders, leading AVEC comms working groups

### We are looking for the following profile:

- 4-7 years of experience from an association, consultancy or the EU institutions
- Strong knowledge of the EU media environment
- University degree in journalism, communications or public affairs
- Excellent written and spoken English
- Keen interest in writing and ability to translate complex issues into accessible and understandable material
- Experienced in producing/designing content for media, events, and other communications materials
- Experienced in organising online and offline events
- Proficiency working with websites and social media is essential (experience working with WordPress and other cloud applications would be a plus)
- Experience with design software like Canva or InDesign
- Result-oriented, proactive team-player with strong diplomatic and social skills
- Self-driven with a positive outlook, a focus on quality, creativity, and flexibility
- Independent and accountable
- Ability to juggle different tasks at the same time and to respect deadlines, able to respond to urgent issues when needed
- An appetite for dynamic organisations where both individual responsibility and teamwork are valued

### Employment conditions

- A full-time work contract under Belgian law
- The duration of the contract will be 2 years with a possibility of extension
- Salary according to experience plus an additional package of benefits
- The workplace will be AVEC office, Rue du Luxembourg 47-51, Brussels (Belgium)

### Applications' composition and deadline

Please send your application to Birthe Steenberg at [bs@avec-poultry.eu](mailto:bs@avec-poultry.eu) by **1<sup>st</sup> December 2023**. The application should contain:

- A cover letter
- A detailed CV

*During the entire selection procedure, AVEC is absolutely committed to providing equal opportunities for everyone regardless of their background. We value diversity and lived experience and acknowledge the underrepresentation of people from certain backgrounds. We strive to provide an inclusive and supportive working environment where all employees feel respected and supported in fulfilling their potential. The equality opportunity principle encouraging all qualified candidates to apply regardless of their gender, sexual orientation, origins, or disabilities.*

Read more about AVEC on our website here: [avec-poultry.eu](http://avec-poultry.eu)