

Communications and content officer

Deadline for applications: 10 September 2021

Location: Brussels (other locations in an EU Member State may also be considered)

Salary: €35,000 per year

Reports to: Head of Communications and Engagement

Contract duration: Two years (with the possibility of extension, subject to funding) starting as soon as possible

Working as part of a small but ambitious secretariat, this role will play a key role in delivering our digital and communications strategies, supporting the Head of Communications and Engagement across our website, social media, publishing, branding and events activities.

It is an exciting time be joining WeProtect Global Alliance, with an ambitious new communications strategy and the opportunity to work with our large, diverse and committed worldwide membership.

About WeProtect Global Alliance

The internet was created by and for adults; it can be unsafe for children to explore. Every phone and computer is a potential gateway for offenders seeking to sexually exploit children. Our Alliance generates political commitment and practical approaches to make the digital world safe and positive for children, preventing sexual abuse and long-term harm.

Our Alliance's geographical reach is unprecedented: 98 countries are members along with 53 private sector companies and 61 civil society and 9 international organisations. This diverse membership is key to our ability to deliver real change. Together, we break down complex problems and develop policies and solutions to protect children from sexual abuse online.

WeProtect Global Alliance is supported by a secretariat and overseen by a Global Policy Board drawn from our membership. The Alliance became an independent international not-for-profit in 2020 having previously been a multi-stakeholder initiative hosted by the UK Home Office.

What we are looking for

The role requires a highly motivated and organised individual who has high ethical standards, demonstrable commitment to the values of WeProtect Global Alliance and respect for diversity and inclusion.

Responsibilities will include:

- Maintaining and updating the Alliance's website, with a particular focus on adding relevant library content links from members

- Managing the Alliance's social media channels, monitoring activity and ensuring a steady stream of content in line with the communications and engagement strategies
 - Collating analytics and report on the impact of communications activities
- Providing communications support on Alliance projects to embed and increase engagement with our frameworks, including through the development of project-specific communications plans
- Commissioning, editing and publishing blogs on the issue of child sexual exploitation and abuse online, and what Alliance members are doing to prevent and respond to the issue
- Disseminating Alliance outputs and policy recommendations to our members and the wider sector through our owned and earned (including the press) communications channels
 - Developing and maintaining relationships with key press contacts
- Promoting Alliance members' activities and successes, particularly highlighting cross-member collaboration
- Ensuring that digital marketing content aligns with the Alliance's brand identity and key messages
- Working with the Membership Engagement Manager to:
 - Support the practical implementation of the membership engagement strategy and ensure it is integrated with external communications
 - Monitor, post content in and encourage discussion within the members' only online Protectors' Portal
 - Design and deliver monthly email newsletters to Alliance members and subscribers
 - Analyse data from the members' Portal to conduct targeted communications based on need

Skills and experience

Essential

- A minimum of three years' professional experience, ideally one in the public sector and/or a not-for-profit organisation, or a network with regional or global membership
- Excellent written and verbal communications skills
- Experience of writing for different audiences and across different channels
- Fluency in English and another language
- A demonstrated capacity to meet deadlines and prioritise multiple requests and demands
- Experience in using social media and other communications platforms in a professional capacity
- Knowledge on tracking and reporting on analytics and digital communications impact
- Highly organised
- A commitment to equality, diversity and inclusion

Desirable

- Up-to-date knowledge and understanding of the key issues and challenges around online child sexual exploitation and wider child protection issues.
- Experience of using wordpress or other website content management systems
- Experience in graphic design or creating digital visual assets

Competencies

- Collaborative - a strong team player
- Strong communicator
- Planning and organising
- Results driven
- Deciding and initiating action

Salary and benefits

The Alliance offers a competitive remuneration package for this role of €35,000 per year plus staff benefits, including 30 days annual leave per year, life insurance and access to an employee assistance programme.

Application process

Applicants should provide an up-to-date CV as well as a personal statement of no more than 2000 words setting out:

- Why you want to work for WeProtect Global Alliance
- How you meet the essential skills, experience and competencies

Applications should be sent to jess@weprotectga.org

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Additional Information

- This role will be home-based with the successful ideally resident in Brussels, Belgium. Candidates resident in other EU Member States may also be considered.
- As a child-focused organisation, WeProtect Global Alliance has a strong commitment to child safeguarding and rigorous procedures. The successful candidate will be required to provide three referees and a criminal record check from country of residence and country of origin (as applicable).
- As an equal opportunities employer, we welcome applicants from all sections of the community regardless of age, sex, gender (or gender identity), ethnicity, disability, or sexual orientation. We particularly welcome applicants from an ethnic minority and those with disabilities as they are currently under-represented within the Secretariat.
- All staff are expected to act at all times in a manner consistent with our values and in compliance with our policies and procedures, including our safeguarding policy and staff code of behaviour.