



Brussels, 12 January 2021

## **JOB DESCRIPTION**

Women Political Leaders (WPL) is the global network of female politicians. Its mission is to increase the number and influence of women political leaders to achieve men-women parity. WPL is an independent, post-partisan, not-for-profit foundation based in Iceland, the world champion of gender equality. The Brussels secretariat is very international and regularly works with women Parliamentarians and Leaders around the world.

### **Communications Manager**

Women Political Leaders is looking for an experienced and talented Communications Manager to reinforce its Communications & Programme Department. In this position, the candidate will be in charge of producing high-quality content that engages customers and builds brand recognition.

Reporting to the Director of Communications & Programme, the Communications Manager will ensure the maximum impact of the communications strategy. The ideal candidate will be an excellent communicator, with brilliant presentation and organizational skills. The successful candidate will lead junior staff of the organisation and work closely with the Senior Management and external partners on a variety of strategic initiatives.

For the purposes of clarification, the job entails community activities for the communities of WPL, the Reykjavik Global Forum, and the #Girl2Leader initiatives. More information can be found at <https://www.womenpoliticalleaders.org/>, <https://reykjavikforum.global>, and <https://girl2leader.org>.

### **Responsibilities**

- Develops content and directs creative execution to provide a consistent, targeted message in line with the organisation's overall mission
- Identifies and presents opportunities for consistency in messaging and customer experience across channels



- Develop and implement effective communication strategies to target specific audiences, placing an emphasis on campaign performance
- Builds and maintains partnerships with colleagues and external partners to better develop, coordinate, direct, and facilitate communications
- Directs in-house and external graphic designers, photographers, and other media-production specialists integral to the completion of marketing projects
- Stays informed of developments in the field of marketing and communications within the industry to foster ideas and innovation
- Supervise projects to guarantee all content is publication-ready
- Mentor and manage a team in the Communications Department
- Support in tracking, measuring and developing the level of engagement within the network over time
- Respond to communication-related issues in a timely manner.

### **Qualifications / Skills**

- Strong, versatile copywriting skills
- Good organisational, planning, and coordination skills
- Ability to multi-task and re-prioritise as needed
- Desire to take full ownership of assigned projects and can work independently
- Ability to manage multiple projects simultaneously
- Possesses a sense of urgency; is self-motivated and detail-minded
- Strong interpersonal skills and ability to build collaborative relationships
- Good verbal presentation, group dynamic, and facilitation skills
- Proactive approach in resolving problems and issues
- Familiarity with Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro).

### **Education and Experience Requirements**

- Bachelor's degree in communications, marketing or a related discipline
- 3-plus years of communications, marketing or public relations or related experience
- Demonstrated experience with all types of social media (e.g. Facebook, Twitter, Instagram, etc.)
- Experience working in a high-volume, fast-paced environment



- Experience in writing for digital platforms Proficiency with Microsoft Office (Excel, PowerPoint, Word)
- Project Management Certification is a plus.

Successful candidates are not WPL employees, they have an independent status.

Candidates should send an email entitled Communications Manager Application to [mail@wpleaders.org](mailto:mail@wpleaders.org) with a CV and letter of motivation (each no more than one page of A4).

### **Personal data processing**

The personal information entered on the application forms is recorded in a computerised file. WPL will only process or use your data to the extent necessary for our recruitment.

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