

Online Communications Officer (full-time)

EUA is looking for a talented Online Communications Officer to ensure a strong online presence for the organisation. Your role will be to implement the EUA communications strategy through a series of online channels. You will develop original content and suggest creative ways to attract more members, partners and stakeholders, as well as support relationships with them. Ultimately, you should be able to increase web traffic and customer engagement metrics aligned with broader marketing strategies.

The ideal candidate will have excellent written communication skills and be able to develop engaging content. You should have a demonstrated interest for non-profit organisations and the higher education sector, if possible at the European level. If you are a tech-savvy professional, experienced in social media and content management tools, we would like to meet you.

Responsibilities

- Plan social media content and maintain the content calendar, ensuring that the social media content is regular, relevant, engaging and optimised based on web and social media metrics.
- Write engaging copy for use on relevant social media platforms and define attractive visual elements with the Digital Media Officer.
- Contribute to communications campaigns to align with advocacy and membership strategies.
- Engage with Fans and Followers to build relationships with the community and encourage engagement.
- Overview the updates of all websites managed by the association and contribute to their evolution.
- Liaise with the Events and Marketing Officer on events communications and cover events on-site for social media channels.
- Monitor the success of the community and of social media in terms of the overall marketing strategy (weekly reporting on social media engagements within the community, web traffic, monitoring of SEO).
- Liaise with internal stakeholders to relay customer feedback insights gained from online conversations within the community.
- Research audience preferences and discover current trends.
- Stay up to date with digital technology trends, especially changes in social media platforms.
- Train co-workers to use social media.
- Support the communications unit with ad hoc tasks such as news monitoring and newsletter production.

Requirements

- Proven work experience in online and social media communications (at least 2-3 years in a European non-profit organisation or in a higher education institution is preferred; interest in our sector is essential).
- Ability to deliver creative content in a timely manner (text, image and potentially video).
- Excellent writing skills in English (near native level), additional language(s) a plus.
- Ability to translate complex information into easily understandable and attractive messaging.
- Proven expertise in social media platforms used by EUA (LinkedIn, Twitter, YouTube, Facebook) and content management systems.
- Familiarity with online marketing strategies and marketing channels.
- In-depth knowledge of SEO and Google Analytics desirable.
- Ability to grasp future trends in digital technologies and act proactively.
- Multitasking and analytical skills.
- A minimum of a bachelor's degree in communications, marketing, new media or another relevant field
- Ability to travel occasionally in Europe.

The Association offers a **permanent position** under Belgian law, and an attractive package of benefits including lunch vouchers, hospitalisation and medical insurance and a pension scheme. The chosen candidate should be able to start at the end of August.

Interested candidates are requested to send their CV and a concise motivation letter quoting their salary expectations to hr@eua.eu by **30 June**. Please feel free to provide any portfolio or example of previous work relevant for this position.

EUA regrets that it is not able to acknowledge all applications received. Please note that only suitable candidates will be invited for an interview.