

Caritas Europa (CE) is the network of 49 organisations from 46 European countries. It is one of the seven regions of Caritas Internationalis, a confederation of 162 Catholic relief, development and social service organisations. Our vision is of a civilisation of love and justice where every human person can flourish and live in peace and dignity as part of one human family. Caritas Europa has a heartfelt commitment to analyse and fight poverty and social exclusion and to promote true integral human development, social justice and sustainable social systems in Europe and throughout the world. Caritas Europa advocates for, and with, people in need in order to transform society into a more just and inclusive civilisation. Caritas Europa recognises the need for mutual learning and innovation in all we do.

With a view to further develop its work on communication and fundraising Caritas Europa is seeking to recruit a (m/f):

Communications and Fundraising Director

(full time, permanent contract)

Mission: The Communications and Fundraising Director develops, leads, and implements the communication strategy, in line with the organisational priorities set out in the Caritas Europa (CE) Strategic Framework 2021-2028, and in cooperation with the other Unit Directors.

Reports to: Secretary General

Key responsibilities: Manage CE's Communications and Fundraising Unit, develop and implement CE's communications, campaigning and fundraising strategies, advance CE's public profile and cultivate and lead CE's media relations and social media outreach. Support the Caritas branding, common identity and practice. Support in the preparation of internal and external events and in related follow up communications. Support with ensuring smooth IT solutions in the CE Secretariat.

The Communications and Fundraising Director will be part of the CE Senior Management Team and as such is taking joint responsibility for the overall development and implementation of the CE Strategy and work programmes.

Main tasks

- Develop, and lead the implementation of, CE's online and offline communications strategy;
- Responsible for the design and implementation of the Caritas Europa's Communications and Fundraising Unit's related work plan and to ensure the visibility of its outputs with a focus on social policy, migration and asylum, humanitarian action and international development;
- Develop new channels and methods to improve the overall external and internal awareness and understanding of CE's work and identify and engage new audiences;
- Actively engage the participation of Caritas Member Organisation's in the design and delivery of the communication and fundraising strategies, allowing their work and the voice of the people they serve to be heard at the European level;

- Develop coherent and strategic messages and communications support adapted to the respective key target audiences;
- Develop the annual reports for CE;
- Enhance and protect CE's "brand" and the identity of the Caritas confederation;
- Manage Crisis Communications;
- Identify and seize opportunities to react to events and news to allow for an enhanced impact for the people we serve;
- Guide and train staff in communicating with and through traditional and social media and in adapting communicating messages in a user-friendly way to best reach the desired target audience(s);
- Facilitate development and strengthening of CE's audio visual communications;
- Oversees the development of the necessary visual tools for fundraising purposes;
- Establish relations with potential donors;
- Support the preparation of and follow up for relevant internal and external events of Caritas Europa;
- Support and build capacities among communicators in the Caritas network, such as through the annual Communication Forum;
- Ensuring close links with Caritas Internationalis, and coherence with their communications, as well as providing support to their relevant working structures;
- Cooperation with communicators from organisations with whom we collaborate in Brussels, and building new relations, when of strategic added value;
- Support the CE Committee on Communications and Identity;
- Coordination of the CE Working Group on Communication;
- Liaise with, and ensure coherence with the work of, the CE Pool of Theologians;
- Support with ensuring smooth IT solutions in the CE Secretariat to ensure our equipment and tools are fit for purpose.

Experience and skills

- A least five years of relevant experience in Communications and Media;
- Leadership skills, ideally proven experience in people management;
- Proven ability to design Communication/Media/Campaigns strategies and implement them effectively. Strong aptitude for creative and visual Communications and campaigning—experience in putting together multimedia strategies and content creation (infographics, tweet sheets, videos etc.) is an asset;
- Excellent communication skills, proven ability to tailor messages to non-specialist audiences, especially through new media and mainstream EU news media;
- Knowledge of political communication;
- Understanding of press corps and experience in relationship and network building with journalists;

- Strong convening and coordination skills and proven ability to manage relationships across organisations to deliver projects;
- Experience of successfully operating in an international environment with people from diverse backgrounds and cultures;
- Knowledge and understanding of the EU and/or the Council of Europe, and its role in development, humanitarian, migration and asylum, social inclusion and integration and poverty issues globally as well as in the EU is a strong asset;
- Previous working experience of relevance for this position within an NGO, EU environment, Caritas and/or other Church-related organisation;
- Understanding of, and deep commitment to, the principles of Catholic Social Teaching, in which Caritas' work is firmly rooted. Theological background and/or good understanding of the Catholic Church is a strong asset;
- Excellent spoken and written English. Good command of French and/or German as well as other European languages is an asset;
- Understanding of an 'accompanying attitude' towards member organisations;
- Good knowledge of Microsoft Office package, multimedia tools (Adobe package, especially InDesign, Photoshop and Premiere) and CMS, especially WordPress;
- Knowledge of IT systems (servers, network infrastructure), and data management;
- Ability to translate complex information into accessible content for different audiences;
- Presentation, facilitation and networking skills;
- Organisational, communication, interpersonal, linguistic and diplomatic skills;
- Creativity, initiative and innovation; flexibility;
- Ready to travel regularly and to work flexible hours when needed.

Application: Please send your **CV, cover letter** (max 1 page) and **relevant portfolio material** by the **27th of November 2020 23:59 Brussels time** to secretary-general@caritas.eu mentioning in the subject "**Communications and Fundraising Director**".

We thank all candidates in advance. Only shortlisted candidates will be contacted for an interview. The first round of interviews will be held in the week of the 15th of December. A second round of interviews will be held shortly thereafter.

Caritas Europa is committed to safeguarding people from exploitation and abuse in its work and has specific policies on this commitment which outlines the expected behavior and the responsibility of all staff. We follow safe recruitment practices according to our safeguarding policies.

Any candidate offered a job within Caritas Europa will be expected to sign the Code of Conduct as an appendix to their contract and agree to conduct themselves in accordance with its provisions.