

Job Description - EMSP Membership and Communities Engagement officer

Location:	EMSP, Rue Auguste Lambiotte 144/8 B-1030, Brussels
Type of contract:	Full time, 1 year, renewable
Work format:	Hybrid (Three days on-site, two days remote)

Are you a tech savvy professional with experience in community building, social media, PR, and event promotion? If so, we want to meet you! Our ideal candidate has exceptional oral and written communication skills and can develop engaging content. You should be a 'people person' with excellent user service skills and the ability to moderate both online and offline conversations within our Membership, Young People's Network and MS Nursing community.

Background

The European Multiple Sclerosis Platform (EMSP) was founded in 1989 and is now the voice of over 1,000,000 people with MS, representing 39 national MS societies across 36 European countries. We advocate for high-quality, equitable treatment and support for all people with MS throughout Europe.

Purpose of the role

- Stimulate and coordinate EMSP's membership involvement and support capacity-building activities for members.
- Develop and implement engagement strategies for the Young People's network through social media and communication campaigns.
- Lead and implement YPN projects according to the Annual Work Plan.
- Create and share engaging text, image, and video content for EMSP projects such as MS Nurse PRO and the Young People's Network.
- Respond promptly to comments and individual queries.
- Maintain close communication between EMSP and the MS Nurse PRO and Young People's Network projects, conveying key advocacy messages and collecting feedback.

- Engage the Young People's and MS Nurse communities in EMSP campaigns.

Key areas of responsibility

1) Coordinating EMSP Membership:

- Implement EMSP Membership Strategy in liaison with the CEO.
- Coordinate the network of communications officials from EMSP's member organisations.
- Support broad membership outreach and assist in organising capacity-building seminars and workshops for member organisations in liaison with the Programme Coordinator and Projects Coordinators.

2) EMSP Young People's Network Management:

Work with the Young People's Network project team and report on this activity to the CEO.

- Set and implement social media and communication campaigns.
- Engage in real-time conversations and uphold the brand voice.
- Drive engagement and brand awareness through brand advocates and influencers.
- Provide engaging content for social media accounts.
- Respond to comments and queries on time.
- Manage external creative contractors for campaigns.
- Maintain an exact content calendar.
- Monitor and report on community engagement metrics and KPIs.
- Develop brand partnerships and manage expert content.
- Organise events to boost engagement and awareness.
- Build relationships with network members and potential partners.
- Stay current with digital technology trends.

3) MS Nurse PROfessional engagement activities

Work with the MS Nurse PRO project team and report on this activity to the MS Nurse PRO Project Coordinator.

- Develop and execute community management strategies and communication

campaigns.

- Create and manage content plans, producing text, images, blog pieces, articles, social media posts, newsletters, and videos.
- Uphold the brand voice and tone in all interactions.
- Activate brand advocates and influencer strategies.
- Capture and relay community feedback to improve projects and user experiences.
- Manage the info(at)msnursepro.org mail account.
- Monitor and report on feedback and community metrics.
- Organise national gatekeeping and community-building events.
- Stay updated on curriculum and platform developments.
- Build relationships with users and promotional partners.
- Keep up with digital technology trends to ensure engaging website features.
- Contribute to the further strategic development of the Community.

Profile of the Candidate

Required

- At least two years of experience managing social media platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube).
- Experience launching community initiatives (e.g., online forums, ambassador programs, event series, newsletters).
- Proven track record in building impactful digital campaigns.
- Ability to track relevant community metrics.
- Excellent verbal and written communication skills in English (additional languages are a plus).
- Hands-on experience with social media management for brands/organizations.
- Ability to interpret website traffic and online engagement metrics.
- Knowledge of online marketing and marketing channels.
- Experience with marketing automation tools (Buffer, Hootsuite, MailChimp).
- Excellent organisational skills, attention to detail, and adaptability in a fast-paced environment.

Desirable

- A degree in communication, English, journalism, marketing, or a related field.
- Knowledge and experience with membership-based NGOs.
- Experience working under pressure and meeting tight deadlines.
- A creative team player with a structured approach and willingness to embrace innovative ideas.

What do we offer?

- Salary: Between 2,900 – 3,100 EUR monthly gross salary, depending on experience.
- Contract: One-year employment contract, renewable.
- Work Hours: 38 hours per week.
- Benefits: Lunch vouchers, transportation costs, health, and pension insurance.

Up for the challenge?

Please send a **cover letter and a CV in English**, as follows:

- To: office.manager@emsp.org
- Att: Elisabeth Kasilingam
- E-mail subject: "HR: Membership and Communities Engagement Officer | Name Surname"
- Deadline to submit your application: 28th June 2024 at 12:00 pm CEST.
- **Only shortlisted candidates will be contacted.**