

Digital Communications and Social Media Advisor

Start date: September 2020, 6 months maternity cover with possibility for extension

SolarPower Europe, based in Brussels, is recruiting a **Digital Communications and Social Media Advisor** to support and enhance our digital communications. SolarPower Europe is a member-led association representing more than 200 companies and organisations across the solar value chain. Our mission is to ensure more energy is generated from solar than any other energy source by 2030.

SolarPower Europe is a leading association in energy and climate policy, named 'Best Overall European Association' at the European Association Awards 2019. We have a great story to tell – from our award-winning market intelligence, to our innovative policy initiatives, we aim to support the energy transition and help facilitate the European Green Deal.

Communications and maintaining an engaging digital presence are crucial to the work we do. During the COVID-19 pandemic, we have a renewed focus on our digital content and channels, aiming to deliver high-quality, creative, and dynamic multimedia content to our target audience. Thus, we are looking for a highly motivated Digital Communications and Social Media Advisor to take our online presence to new levels.

We offer a dynamic working environment at the heart of European affairs that will give you valuable insight into the solar and energy sector in Brussels. Much of our work concerns the European Green Deal and the current green recovery, this is an exciting and challenging time to be involved in the renewable energy sector.

Main tasks:

- Managing SolarPower Europe's social media channels by producing high-quality and creative multimedia content for Twitter, LinkedIn, Facebook, YouTube, and Instagram
- Managing SolarPower Europe's website: Producing and publishing content, proofreading and editing material, checking content for accuracy, SEO, monitoring website using Google Analytics, enhancing traffic to website from social channels
- Support the internal communication work toward our members (mailings and members area of our website)
- Plan and produce our monthly newsletter
- Contribute to and support the execution of our communications campaigns
- Contribute to and support SolarPower Europe's online events from communications perspective

Profile:

- Excellent command of English; native English speakers will be considered in priority
- Willing to work in a dynamic, fast-paced and multicultural association
- Relevant degree
- Passion for communications and renewable energy
- IT skills and first-hand experience with website content management and design programmes is a plus
- Experience with audio-visual storytelling (creating images/infographics/video) is desirable
- Proven experience with social media, planning and appropriate messaging across different platform
- Strong written and oral communication skills
- Excellent organisational skills, flexibility, responsibility

SolarPower Europe

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www.solarpowereurope.org



- High attention to detail – related to proofreading, editing, and design
- Ability to work independently and remotely, as well as in a team

Conditions:

- This position is an initial 6 months contract, covering for a maternity leave, with the possibility of extension
- Only candidates with the right to work in Belgium need apply

Application:

A CV (maximum 2 pages) and motivation letter (maximum 1 page) should be sent to recruitment@solarpowereurope.org before **31 August 2020 COB** quoting '**Digital Communications and Social Media Advisor**' in the subject line.

Please note that only short-listed candidates will be contacted for an interview.

For more information on SolarPower Europe, please visit www.solarpowereurope.org

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