



Digital Communications Officer (50%) Press and Media Officer (50%)

ALLEA is seeking to fill two part-time positions (50% working time each), **Digital Communications Officer & Press and Media Officer**, for the EU-funded project Science Advice for Policy by European Academies (SAPEA), part of the European Commission's Scientific Advice Mechanism.

- **Start date:** Autumn 2022, to be negotiated with the right candidate(s).
- **End date:** In the first instance, the contract(s) are fixed-term until the end of the current SAPEA funding period on 31 December 2024. We expect that it will be possible to renew the contract(s) beyond that date, but this is subject to renewed mandate and funding from the European Commission.
- **Location:** Our office is in central Brussels. Our team is working flexibly between the office and home; similar arrangements will be discussed with the successful candidate(s).
- **Type of contract:** The contract(s) will be in accordance with Belgian labour regulations.
- **Salary:** Salary is paid 13,92 times per year as per Belgian labour regulations. Starting salaries will be negotiated with the right candidates depending on experience, within the ranges indicated below:
 - Digital Communications Officer: 2500–2750€ per month, pro rata
 - Press and Media Officer: 3000–3250€ per month, pro rata
- **Benefits:** ALLEA offers a generous extra-legal leave allowance (applied pro rata to this post) in addition to the Belgian annual leave allowance. Other benefits include meal vouchers, flexible hours, commuting allowance and/or teleworking allowance.

We anticipate that these two part-time roles will be suitable for candidates with two different professional backgrounds. However, we are also open to considering a single candidate whose skills and experience would enable them to combine both roles into one full-time Communications Officer position. If you think you fit this profile, please indicate this in your application. More advice on how to apply for a combined position is at the end of this document.

About the work of SAPEA and the communications team

SAPEA (www.sapea.info) is part of the European Commission's Scientific Advice Mechanism. Together with the Group of Chief Scientific Advisors, we provide independent scientific advice to European Commissioners to support their decision-making.

SAPEA brings together outstanding expertise from natural, applied and social sciences and humanities, from over a hundred academies, young academies and learned societies in more than 40 countries across Europe.

In addition to our primary activities, we also have a mission to communicate widely about the work of the Scientific Advice Mechanism, and to raise awareness and stimulate debate about the role of scientific evidence in policymaking. These activities are led by the SAPEA communications team in Brussels, which currently consists of a Head of Communications, a Communications Manager and a Digital Communications Officer.

We also prioritise the highest standards of transparency and accessibility in all aspects of our work, and the communications team has a key role to play in this.

About ALLEA

ALLEA (www.allea.org) is the European Federation of Academies of Sciences and Humanities, representing more than 50 academies from over 40 countries in Europe. Since its foundation in 1994, ALLEA speaks out on behalf of its members on the European and international stages, promotes science as a global public good, and facilitates scientific collaboration across borders and disciplines. As one of the Academy Networks that jointly make up SAPEA, ALLEA leads on SAPEA communications activities and acts as employer for communications staff.

Digital Communications Officer

The Digital Communications Officer will play a key role in proposing and creating attractive content for all our current channels (website, Twitter, LinkedIn, YouTube, email newsletter, event streaming, podcast).

We are especially keen to support the Digital Communications Officer in developing innovative channels and methods of communication to reach new target audiences. We anticipate that this may include less 'traditional' social media platforms and apps. In general, we are seeking someone with creative and unexpected ideas, who can think outside the constraints of a traditional public sector or academic communications role, while maintaining a laser-sharp focus on reaching the audiences which are relevant to our overall strategic objectives, and on maintaining the high quality of all our public outputs.

Because of the nature of this role, we anticipate that the right candidate might have a more unorthodox background or range of experiences than would be expected for other roles in academic or public policy communications.

As a small team, we also expect all colleagues to pull their weight in the general activities of the communications team.

Responsibilities and tasks

As Digital Communications Officer, your responsibilities and tasks will include:

- Contribute and publish regular, lively content across SAPEA's digital communications channels.
- Propose, develop, execute and monitor social media campaigns to support our activities and messages, including social media advertising, graphics and short videos.
- Propose, develop and maintain innovative forms of digital communication to reach new target audiences.
- Propose, contribute and develop lively content for the websites developed by SAPEA.
- Propose, develop and collect data to demonstrate the impact of our digital communications activities, including for the purposes of continuous evaluation and improvement.
- Draft and send email newsletters.
- Engage in active horizon-scanning, especially on social media, to alert colleagues to current and upcoming opportunities for effective communication.
- Regularly update your own awareness and skills regarding the latest digital communication idioms, platforms, tools and software, and provide guidance to colleagues in these.
- As required, contribute more broadly to communications and public engagement activities in a range of formats.
- Assist with the general smooth running of the SAPEA communications team.

Personal profile

Essential skills, knowledge and experience:

- A Bachelor's degree in a relevant area and/or equivalent professional experience of at least 1–2 years.
- Experience of managing a website using WordPress or another common CMS.
- Experience of managing an organisation's social media activities.
- Excellent oral and written proficiency in English, including clear and confident communication skills.
- Experience in writing and developing content in styles and formats appropriate to websites and other digital media, including graphics and videos.
- Demonstrable interest in science/science communications and commitment to the importance of scientific evidence in policymaking.
- Creative and artistic flair.
- Good time management skills.
- Experience of working in a small, flexible team or an informally-structured organisation.

Additional desirable skills, knowledge and experience:

- Experience or demonstrated interest in public policy, EU politics or public engagement work.

- Flexibility and adaptability to build strong working relationships with colleagues, including in the absence of strict lines of accountability between different parts of the organisation (e.g. in a consortium of independent organisations).
- Knowledge of another EU language (besides English).
- Technical skills in one or more of the following: video editing (e.g. Premiere Pro); audio editing (e.g. Audition), graphics editing (e.g. Photoshop, Illustrator, Canva); page layout (e.g. InDesign); coding for the web (e.g. HTML); web streaming (e.g. Streamyard, YouTube); mobile apps.
- Experience in implementing and monitoring paid social media campaigns.

How to apply

To apply, please send your application to recruitment@sapea.info by Friday 26 August.

Your application should contain the following documents in PDF format:

- Twitter thread explaining your motivation to work for SAPEA (see below)
- CV (résumé)
- completed self-assessment form (downloadable from <https://sapea.info/about-us/vacancies/>)

Only applications containing all the above will be considered.

Important! We would like you to demonstrate your creativity, understanding of social media norms, and ability to draft informative but appealing social media content. So we would ask you to present yourself in the form of a Twitter thread, instead of a traditional motivation letter. The thread should contain about 8-10 tweets, explaining why you are a good fit to work for SAPEA. Your tweets should be drafted in a style typical for Twitter, respecting the character limit, and may also include graphics. Please present it in a PDF format (don't not post it to Twitter!).

Interviews are expected to take place in Brussels later in September. Reasonable travel expenses can be reimbursed. We will also consider an online interview process if necessary.

We apply an equal opportunities policy. We accept applications without distinction on the grounds of sex, race, colour, ethnic or social origin, genetic features, language, religion, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation. Please let us know in your application if you require any adaptations to the interview process because of a disability or other circumstances.

Press and Media Officer

We are seeking to strongly increase our media presence and build proactively good relationships with press to promote a wider understanding of our activities, support our events, and lead conversations about science and policy in a wide range of public and stakeholder audiences. The Press and Media officer will play a key role in delivering media strategy, developing media plans, professionally handling media queries, initiating, and maintaining relationships with the representatives of various media.

Responsibilities and tasks

As Press and Media Officer, your responsibilities and tasks will include:

- Prepare, secure approval for, and implement a regularly-updated media communications plan aligned with the overall SAPEA communications strategy.
- Write and disseminate press releases and other communications aimed in particular at European affairs media and the specialist science-for-policy press, to promote the work of SAPEA and the SAM.
- Develop and maintain productive relationships with journalists and editors to raise awareness of the work of SAPEA and the SAM, and to cultivate SAPEA as a source of reliable information on science advice for policy.
- Respond to media queries and act as a first point of call for journalists.
- Proactively seek out opportunities for representatives of SAPEA and the SAM to be mentioned or quoted in the editorial media.
- Propose, draft and place editorial content related to the work of SAPEA and the SAM, including op-eds and articles for mainstream editorial media.
- Collect data to demonstrate the impact of media communications activities, including for the purposes of continuous evaluation and improvement.
- Ensure that SAPEA and SAM events and other communications activities are as media-friendly as possible.
- Engage in active horizon-scanning in the editorial media, to alert colleagues to current and upcoming opportunities for effective communication.
- Regularly update your own awareness and skills regarding the latest media communication tools and techniques, and provide guidance to colleagues in these.
- As required, contribute more broadly to communications and public engagement activities in a range of formats.
- Assist with the general smooth running of the SAPEA communications team.

Personal profile

Essential skills, knowledge and experience:

- 4 or more years of relevant professional experience.
- A Bachelor's degree in a relevant area.
- Ability to make sense of complex science and research papers.
- Experience in building relationships with media.
- Excellent written and oral proficiency in English, including editorial skills.
- Understanding and knowledge of relevant media landscape.
- Have developed national and international press contacts.
- Experience in pitching content to various media.
- Demonstrable interest in science/science communications and commitment to the importance of scientific evidence in policymaking.
- Good time management skills.
- Experience of working in a small, flexible team or an informally-structured organisation.
- Willingness to respond to queries from media in flexible hours.

Additional desirable skills, knowledge and experience:

- Background in journalism.
- Experience or demonstrated interest in public policy, EU politics or public engagement work.

- Experience of working in a scientific or academic institution.
- Knowledge of another EU language (besides English).
- Flexibility and adaptability to build strong working relationships with colleagues, including in the absence of strict lines of accountability between different parts of the organisation (e.g. in a consortium of independent organisations).

How to apply

To apply, please send your application to recruitment@sapea.info by Friday 26 August.

Your application should contain the following documents in PDF format:

- letter of motivation
- CV (resumé)
- completed self-assessment form (downloadable from <https://sapea.info/about-us/vacancies/>)
- two short samples of your previous work (e.g. press releases, articles)

Only applications containing all the above will be considered.

Interviews are expected to take place in Brussels later in September. Reasonable travel expenses can be reimbursed. We will also consider an online interview process if necessary.

We apply an equal opportunities policy. We accept applications without distinction on the grounds of sex, race, colour, ethnic or social origin, genetic features, language, religion, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation. Please let us know in your application if you require any adaptations to the interview process because of a disability or other circumstances.

Applying for both positions as a combined full-time role

We anticipate that these two part-time roles will be suitable for candidates with two different professional backgrounds. However, we are also open to considering a single candidate whose skills and experience would enable them to combine both roles into one full-time role. Of course, the responsibilities and tasks for the combined full-time role will include those of both part time-roles.

If you think you fit this profile, please apply as follows:

- Submit one application, not two.
- Indicate clearly that you are applying for a combined full-time role.
- Write a letter of motivation, not a Twitter thread. Refer to the skills, knowledge and experience for both roles in your letter.
 - A piece of advice: given that you are writing a standard letter of motivation, please ensure that the specific skills and experience relevant to digital media are adequately **described and evidenced** in your letter. You may choose to include links to your previous work. If your letter of application refers only to more generic communications skills, we will not be able to consider you for the digital media part of the role.
- Complete and include both self-assessment forms.

If you are offered an interview, your interview will cover both roles.

If you are successful, the salary offer for the combined full-time role will be an average of the two salary ranges indicated above (i.e. approximately 50% of the Digital Communications Officer salary and 50% of the Press and Media Officer salary). Unfortunately, our funding conditions do not permit us to offer a full-time appointment at the top of the higher salary range.

Even if you apply for both roles, it's possible that we might consider your profile more appropriate for one than the other. It would therefore be helpful if you could also mention in your application whether you would be willing to be interviewed for only one of the part-time roles instead. If you don't mention this, then we will assume you can only consider a combined full-time role, and assess your application accordingly.

We will be as flexible and generous as possible in assessing applications and inviting candidates for interview. Please help us by ensuring that you follow the instructions above, especially if you are applying for both roles. Thank you!