

Social Media and Community Officer (full-time)

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

Our ideal candidate has excellent written communication skills and is able to develop engaging content. You should have a demonstrated interest for NGOs and the higher education sector, if possible at European level. If you are a tech-savvy professional, experienced in social media and public relations, we would like to meet you.

Responsibilities

- Work alongside the Communications Director to generate new ideas for social content to drive communications
- Contribute to social media and communication campaigns to align with communications and membership strategies
- Plan social content and maintain the content calendar ensuring 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 create image and video content (with the support of the junior Digital Media Officer)
- Engage with Fans and Followers to build relationships with the community and encourage engagement
- Contribute to events communications (with the Events and Marketing officer)
- Respond to comments and queries in a timely manner
- 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 in a cohesive and beneficial way
- Support the communications unit with ad hoc tasks such as news monitoring, website updates and newsletters production
- Work in good collaboration with colleagues from various units

Requirements

- Proven work experience as a Social media and/or Community officer (at least 2-3 years in a European non for profit organisation or in a higher education institutions 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
- Experience launching community initiatives (e.g. building an online forum, launching an ambassador program, implementing an online campaign or writing an email newsletter)
- Expertise in multiple social media platforms
- Familiarity with online marketing strategies and marketing channels
- In-depth knowledge of SEO, keyword research, community metrics (e.g. repeat attendance at events) and Google Analytics desirable
- Ability to grasp future trends in digital technologies and act proactively
- Multitasking and analytical skills
- Bachelor degree in Communications, Marketing, New media or relevant field minimum

The position will be available as soon as possible.

The Association offers a **permanent position** under Belgian law, and an attractive package of benefits including lunch vouchers, hospitalization and medical care insurance and a pension scheme.

Interested candidates are requested to send their CV and a concise motivation letter quoting their salary expectations to hr@eua.be.

EUA regrets that we are not able to acknowledge all applications received.

Please note that only suitable candidates will be invited for an interview.