



for a living planet[®]

JOB DESCRIPTION

Position title:	EU Campaigner (100% FTE)
Reports to:	Communications Director
Grade:	tbd
Location:	Brussels
Start date:	January/February 2018

I. Mission of the Department: The European Policy Office (EPO) communications activities aim to raise awareness of our EU policy priorities among key target audiences and to support WWF network global goals and campaigns at Brussels/EU level. The EPO communications departments is structured, staffed and interlinked with the programmatic objectives to guarantee maximal advocacy efficiency and effectiveness.

II. Main Functions: The post holder will be a member of the EPO Communications team. S/he will report to the Communications Director, but will work extensively with policy and communications staff on specific campaigns and where appropriate with the WWF International campaigns team.

III. Major Duties and Responsibilities:

For this newly created position, we are looking for a highly motivated and politically savvy **EU Campaigner** who will ensure that WWF, alone or with partners, delivers high impact political advocacy campaigns in Europe. You will be responsible for planning, implementing and coordinating EU advocacy campaigns on a wide range of environmental policy issues. You will be an experienced campaigner with the creativity and enthusiasm to inspire large numbers of people, shift debates and perceptions, and influence EU policy, and the ability to provide leadership and coordination to campaigners across the EU.

Main responsibilities:

- Building consensus among multiple stakeholders within and outside of WWF on which campaigns to run, how to run them and what constitutes success
- Develop strategies and funding proposals for advocacy campaigns, put together and lead campaign team, oversee implementation (including project and budget management) and ultimately ensure successful delivery
- Liaise with campaigners across the European WWF network and the WWF International campaigns team and help build a strong group of European campaigners;

IV. Profile:

Required Qualifications

- Excellent spoken and written English, additional EU languages an asset;
- Extensive experience in campaigning, experience in communication or journalism desirable

Required Skills and Competencies

- **Consensus Building:** Proven ability to facilitate agreement among multiple stakeholders, many of whom hold very strong opinions, where you do not have formal authority; strong networking skills and the ability to provide leadership in a global network setting;
- **Campaigning:** At least 5 years of experience in working on policy campaigns, preferably at international/EU level; track record of planning and delivering successful advocacy campaigns, involving multiple languages and countries;
- **Politically savvy:** Strong understanding of campaigning as a way to influence political decision-making; knowledge of EU institutions and decision-making processes an asset;
- **Communication:** Excellent written and verbal communication skills; ability to express complex ideas with clarity and address a wide range of audiences in an accessible and engaging way; high level of creativity and imagination;
- **Project management:** Strong organisational, budgeting, time-management and multi-tasking skills and an ability to react flexibly and strategically to changing policy agendas;
- **Fundraising:** Understanding (and ideally experience) of direct marketing techniques, both via traditional and digital channels; while you will not be directly responsible for raising funds, it will be critical for you to understand how non-profit organisations support their work;
- Adhere to WWF's values: Knowledgeable, Optimistic, Determined and Engaging
- Understanding of environment policy issues an asset – personal commitment to environmental protection a must!

V. Working Relationships:

Internal – The post is located in Brussels. The employee reports to the EPO Communication Director and is a member of the EPO Communications team. They will work closely with teams on specific campaigns, made up of communications, policy and public affairs staff. In addition, they will work with campaigners in other European WWF offices as well as the WWF global campaigns team.

External - The employee interacts with the media, EU institutions, and WWF offices and other NGOs. The employee also interacts with third party suppliers as requested i.e. graphic designers, photographers, consultancies, translators etc.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organisational needs.