

COMMUNICATION OFFICER

Job description

Location: Brussels (preferably) or other VSFs' HQ **Type of Contract:** Fixed-term contract, 50%-70% FTE
Languages Required: English, French **Duration:** 18 months
Starting Date: March/April 2024 **Application deadline:** 21/2/2024

ORGANISATION

Vétérinaires Sans Frontières International (VSF-Int) is a network of NGOs (the 13 national VSF organisations in Europe, North America and Australia), working all over the world to support small-scale farmers, livestock keepers and local animal health and welfare initiatives. Through the implementation of our projects and programmes, we serve the most vulnerable populations whose livelihoods depend on livestock, and we act collectively to support small-scale family farming, pastoralism, animal and human health and a healthy environment. The members of VSF International are autonomous organisations that directly implement projects in the field, but they are all aligned around the same vision, inspired from One Health, under the motto "healthy animals, healthy people, healthy environment".

The VSF International coordination office, based in Brussels, facilitates exchanges, lesson learning, and coordinates common advocacy and communication activities.

CONTEXT AND ROLE

The Communication Officer position is open due to a project funded by USAID/BHA, and implemented by a consortium led by the World Organisation for Animal Health (WOAH), aiming at strengthening the enabling environment for community animal health workers (CAHWs) through development of guidelines and recommendations¹. The project, which has been running for two years, is now entering a dissemination phase, in which all the results developed so far are to be disseminated and promoted among key stakeholders worldwide (national and international NGOs, national veterinary statutory bodies and veterinary services, international organizations, etc.).

The Communication Officer will ensure wide dissemination of the CAHWs project outputs and, more generally, will develop and implement the communication activities of VSF International to increase its visibility in the NGOs digital landscape.

¹ <https://vsf-international.org/woah-vsf-project-cahws/>

RESPONSIBILITIES

The Communication Officer will be responsible for:

- **Developing and disseminating communication products in relation to CAHWs, One Health, pastoralism, sustainable development, etc.:**
Produce communication materials such as articles, news, facts sheets, infographics, success stories, short videos, etc. based on inputs provided by the VSF-Int network; disseminate communication products through appropriate channels and to appropriate audiences; support presentation/poster development for VSF-Int participation at key events.
- **Managing VSF-Int website:**
Optimize, develop, and update the website content (WordPress) in both French and English; regularly post news.
- **Managing social media:**
Boost VSF International's social media activity to make sure our communication materials and messages reach a large and appropriate audience; identify and engage with key partners through social media.
- **Ensuring a wide dissemination of CAHWs project's outputs to relevant target audiences**
E.g. identify target audience, build a mailing list, create a newsletter for the CAHWs project, organize webinars.
- **Contributing to internal communication within the VSF International network:**
Develop and share our regular internal newsletter (Mailchimp) on a quarterly basis

The Communication Officer will operate under the supervision of the VSF-Int Coordinator and report progress to the VSF International Board and General Assembly. The Communication Officer will work in close collaboration with the VSF-Int CAHWs project manager, the VSF-Int internal Working Group on Communication, and other technical experts from the network, who will provide primary information and input to feed communication activities and materials.

PROFILE

Education:

- Advanced degree in Communication, Media, Public Relations, Marketing, or a related field.

Knowledge and experience:

- Excellent knowledge of English and French, spoken and written.
- At least 2 years of professional experience in communication, preferably in the NGO sector or in international contexts.
- Advanced knowledge of social media management and analysis (LinkedIn, X, Facebook...)
- Experience in website content management (preferably with WordPress)
- Experience or keen interest in working on topics related to rural development, animal health, livestock, pastoralism, etc.
- Experience in graphic design will constitute an advantage.
- Excellent working knowledge of Microsoft 365 (Word, Excel, Outlook, PowerPoint, Teams etc.) and other IT resources for managing workflow and virtual collaboration.

Core competences:

- Excellent written and oral communication skills. Able to extract the right information from technical materials, able to adapt communication content to the target audience.
- Dynamic and capable to generate engagement with different types of target audiences.
- Able to establish and maintain good working relationships in a multinational and multicultural environment, and to collaborate remotely with distant teams.
- Excellent organisation skills and ability to meet specific deadlines.
- Capacity to learn and a self-motivated worker.
- Demonstrated initiative and ability to achieve results.

Attitudes:

- Identifies him/herself with the mission, vision and values of VSF International;
- Is of impeccable integrity and sets high standards of integrity to others;
- Displays intercultural sensitivity, displays respect in dealing with others.

WHAT WE OFFER

- Fixed-term contract of 18 months, part time 50% to 70% FTE (possible extension, subject to funding)
- Salary range: 2800-3000 € gross per month full-time equivalent (i.e. 1400-1500 € gross for 50%), according to experience.
- Position based in Brussels. Possibility to work from other VSFs' HQ can be evaluated.
- Flexibility in terms of working arrangements, VSF International strives for a good Work/Life balance.
- The opportunity to work within a stimulating multicultural environment where innovation and creativity are encouraged.

HOW TO APPLY

Please send your CV and motivation letter by e-mail to coordinator@vsf-international.org before 21/2/2024 quoting the reference "Communication Officer". Only short-listed candidates will be contacted.

For more information, please visit <https://vsf-international.org/>