



Job announcement

Communication Advisor Digital Media

Head Office, Brussels

Deadline for applications: 8 May 2022

VVOB is an international NGO with programmes and projects in 10 countries worldwide. Our head office is based in Brussels, Belgium.

When you join VVOB, you become a key player in VVOB's mission to ensure quality education as a key enabler for achieving the sustainable development goals. We implement our programmes and projects with one shared passion: to ensure the improvement of quality education. Our teams of national and international experts achieve this by providing technical assistance to governmental and other education actors. In doing so, worldwide we ensure capacity building of governmental and other education actors.

Do you share our ambition to ensure that learners around the world can enjoy their fundamental human right to quality education, without exception? Are you convinced as well that quality education guarantees equal opportunities for everyone and is the key to a better world?

*Do you still feel like you are in the right place? Great, because we are hiring a **Communication Advisor for VVOB's communication department at head office in Brussels, to lead on our digital media activities.***

Purpose of the function:

The Communication Advisor is responsible for VVOB's growing and quality online presence, most notably on social media and websites. Stakeholder engagement (internal and external) is key.

You will:

- For social media, your responsibilities include:
 - developing quality content (text and visuals) and sharing it continuously across our channels
 - developing and implementing campaigns
 - developing and/or using tools for content management and monitoring
- For websites, your responsibilities include:
 - working together with the communication department and the technical team of Global Strategic Education Advisors to ensure quality content is uploaded and updated where necessary
 - curating the tri-monthly newsletter with strategically chosen content from our website
 - formulating recommendations for improvement of the global websites (www.vvoob.org) in collaboration with the Global Lead of Communication, and implementing them
 - ensuring and following up on VVOB's presence on non-VVOB websites

- For stakeholder engagement, your responsibilities include:
 - strengthening the capacity of (communication) colleagues on the use of social media and websites
 - building a network and strengthening partnerships with communication peers in likeminded organisations

If you're our Communication Advisor Digital Media, your workweek at the office will include the following highlights:



You start the week off right by checking your content calendar for the next few days: Has everything been properly planned in your chosen management system? Are your peers in partner organisations in the loop about content that mentions them? You identify a gap in your planning and consult your collection of timeless content to fill it up. You choose the type of content that has performed well in the past. And... you're set for the week, social media-wise!



A colleague from the technical team of Global Strategic Education Advisors alerts you to a blog they co-wrote with an important partner organisation. You take this opportunity to introduce yourself to the communication colleague within that partner organisation, and start working with them on a social media campaign and toolkit to widely share the blog. The blog should also feature as a "top story" in the next edition of the newsletter. You upload the blog to the website and choose the right photos and visuals to accompany it.



The web development agency shares their demo version of a new space for knowledge resources on our website, based on the recommendations you presented a few weeks ago. You consult with your colleagues in the communication department and other relevant staff to decide whether the result is as wished, and provide feedback.



Continuous learning is important to both VVOB and you. That's why you're taking up a course in Photoshop – digital media is increasingly visual – but also why you're directing time to developing an internal learning course for colleagues on the professional use of social media. This week, you're in talks with the Partnership Advisor to gain insights into how you can help them use LinkedIn better. This internal learning trajectory will also handily feed into the chapter you're writing on digital media for VVOB's Communication Handbook.

Does this look like your dream job?

Then read on and check whether your profile matches the job requirements!

Who are you?

Your expertise and experience

- A Master's degree in communication, journalism or similar
- At least 2 years of working experience in communication with an international organisation
- Familiarity with or interest in the education sector
- Expert-level understanding of digital and social media
- Excellent writing skills
- Knowledge of Drupal CMS and Photoshop skills are a strong plus, as is experience with other programmes, tools and technologies for (visual) communication
- An innovative mindset and progressive, out-of-the-box approach to communication
- Authorised to work in Belgium
- Native-level proficiency in English. Additional language skills are a plus, Dutch and Spanish especially

Matching competences

VVOB core competences:

- Result Orientation
- Cooperation
- Continuous improvement

Function specific competencies:

- Communication Skills
- Creativity
- Development Oriented
- 360-Empathy
- Problem Analysis and Judgement



What we're offering:

- A dynamic working environment in an international context
- An exciting job in a growing organisation with varied responsibilities and opportunities for professional development
- A fulltime contract of indefinite duration; 80% of a fulltime is also possible
- Salary according to salary scale A111 (cf. Flemish government); free travel to work by train, tram, subway or bus or bicycle allowance; meal vouchers; hospitalisation insurance and group insurance
- The possibility to work 50% from home in order to align your work and private life in the best possible way.

Join us:

As soon as possible

Your Office:

VVOB head office in Brussels

What's next?

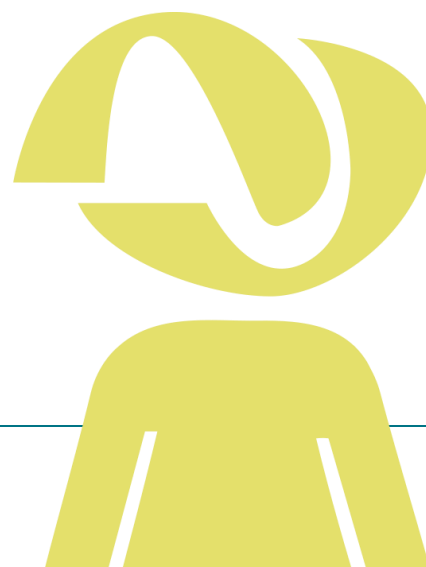
Your motivation letter and a detailed CV are expected no later than May 8th. Please use the webform to apply for this vacancy: <https://www.vvob.org/en/werken/ind/communication-advisor-digital-media>

Shortlisted candidates will take a written test, go through an interview process and an assessment, before a final offer.

VVOB firmly believes that quality education can only be achieved if equity is ensured. Qualities of people prevail, regardless of age, gender, ethnicity or disability.

Is this not exactly the job you are looking for? Please have a look at our other vacancies at:

<https://www.vvob.org/en/vacancies>.





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