### **SENIOR COMMUNICATIONS MANAGER**

**Position**: full time, permanent contract

**Package**: competitive package for a small NGO, with salary based on experience  
**Location**: flexible, close to Belgium or Paris  
**Reporting to**: Director of Growth  
**Start date:** as soon as possible

### **JOB PURPOSE**

WeForest is seeking an experienced and strategic **Senior Communications Manager** to lead the development and execution of our communications strategy. The ideal candidate will bring a deep understanding of strategic communications, media relations, and stakeholder engagement. In this role, you will drive WeForest’s global visibility, strengthen brand positioning, and support our mission to promote sustainable development, reforestation, and nature conservation.

### **MAIN RESPONSIBILITIES**

* **WeForest Voice:** Build and maintain the voice of WeForest to effectively and impactfully tell our story.
* **Strategy and Implementation**: Lead the creation and implementation of a comprehensive communications strategy that aligns with WeForest’s mission and target audiences.
* **Content Management**: Oversee content creation across social media platforms, websites, and digital channels, ensuring consistency in our messaging.
* **Stakeholder Engagement**: Cultivate and maintain relationships with media outlets, journalists, and key stakeholders to enhance visibility and engagement.
* **Campaign Management**: Design and execute outreach campaigns and stakeholder engagement initiatives alongside our Head of Marketing.
* **Team Collaboration**: Work closely with cross-functional teams, including fundraising, programs, and marketing, to ensure communication efforts support organizational goals.
* **Brand Consistency**: Maintain brand integrity across all communications and ensure alignment with WeForest’s core values.
* **Performance Analytics**: Monitor and analyze the performance of communication strategies and campaigns, providing insights and recommendations for improvement.

### **MUST-HAVE QUALIFICATIONS**

* **Experience**: Minimum of 7-10 years in strategic communications, with a proven track record of managing large-scale communication initiatives and driving engagement.
* **Skills**:
  + Exceptional written and verbal communication skills in English. (French is a plus).
  + Expertise in managing social media platforms, content management systems (CMS), and digital storytelling.
  + Strong media relations and stakeholder engagement experience.
* **Education**: Degree in Marketing, Communications, Business, or a related field.
* **Leadership**: Demonstrated ability to lead and mentor communication teams, manage multiple projects, and collaborate effectively across departments and geographies.
* **Knowledge**: Strong understanding of sustainable development, environmental issues, and communication trends in the NGO sector.
* **Self-Starter**: Ability to work autonomously, taking initiative and driving communication projects from concept to completion.

### **DESIRABLE QUALIFICATIONS**

* Advanced skills in digital marketing, graphic design, video editing, and event planning.
* Familiarity with corporate sustainability frameworks, reforestation, nature conservation, and green finance.
* Knowledge of environmental science and its relevance to communications.

### **INTERESTS**

* Passion for communications, environmental sustainability, climate action, and global development.

**HOW TO APPLY**

Please send your complete application (with CV, motivation letter and 2 recent references) to recruitment@weforest.org by November 22nd, 2024. Due to the anticipated high number of applicants, only shortlisted candidates will be contacted for an interview.

WeForest is committed to diversity and inclusion. We encourage applicants from all backgrounds to apply.