



Cycling Industries Europe. Communications Coordinator

Advertisement text

CIE now has an exciting opportunity for a Communications Coordinator to play a leading role in developing our extensive communications and professional networking activities towards our member companies and external stakeholders.

The cycling businesses of Europe are ambitious. Building on the back of spectacular growth in cycling in recent years we support companies to build an industry that is one of the most sustainable, competitive and innovative, contributing to the economic and environmental success of Europe. We support companies directly via our advocacy, programmes, research and expert groups and we bring companies together to build a stronger and better-connected industry.

We are looking for someone who already has a track record of promoting the work of an association, company or public body including advocacy, public relations, communications, networks and events. You are experienced with a variety of digital communications tools. You are impactful and precise with content. Your experience enables you to take a development role, building our communications over time as well as immediate impact. The ideal candidate would also have experience in communicating about EU funded projects and organising events/webinars.

Experience in a similar communications role or position within a European trade association will be highly valued. Please visit www.cyclingindustries.com for a full recruitment pack and to learn more about CIE.

Application

A recruitment pack for the post with more information can be found below

A CV together with a covering letter expanding on the application for the post should be sent in confidence using the email address info@cyclingindustries.com by close of business on Friday 22nd December 2023. Include details of your current salary in the covering letter.

Cycling Industries Europe aisbl.
Avenue Marnix 17, 1000 Brussels, Belgium.
www.cyclingindustries.co
info@cyclingindustries.com

Supporting Information

About CIE.

The members of Cycling Industries Europe come from across the globe and represent the entire business eco-system, from bicycle and parts makers to bike sharing, cycle logistics, online services, financial services, infrastructure, tourism and consultancy.

CIE Members reflect the diversity, innovative and growth potential of the sector – all of which we aim to harness for a cycling future for Europe.

What we do

- Act as a united voice for the cycling business and together with our members promote the best interests of the sector.
- Grow cycling in Europe, for the benefit of society and the benefit of cycling businesses.
- Make cycling a key part of the sustainable industry and mobility transitions under the EU Green Deal.
- Actively communicate the benefits of cycling to decision-makers, politicians, businesses, the media, the public and other relevant stakeholders.
- Build alliances and work in partnership with other stakeholders such as civil society, other business sectors and global partners.
- Deliver the private sector and technological contribution to growth of cycling in Europe by encouraging investment.
- Support conditions for a positive business environment and a successful investment climate, creating employment and growth.
- Form a networking platform for members and interact with wider constituencies.
- Run European Expert Groups in areas of common interest to our members.

Job Description and Responsibilities, Person Specification

CIE encourages employees to work to their strengths and ambitions in partnership with other colleagues. Therefore, the exact split between roles is not fixed and will be designed with the involvement of the team. There is considerable scope for the successful candidate to grow their own portfolio of activities over time. Nobody at CIE is ever bored!

Job Description and Responsibilities

Communications Coordinator.

Purpose of Role:

The post-holder's overall aim is to ensure that CIE has communications outputs that consistently support and enhance the goals of CIE's advocacy actions, projects, campaigns and events. The Communications Coordinator will be a key supporter of all colleagues and expert groups, providing support for their projects, media and communication tools and managing delivery of high-quality communications actions.

Scope of Role:

1. CIE internal and external communications and marketing outputs including website, print, online, public relations events, webinars, media and social media.
2. Planning, tracking and reporting on communications activities as required by CIE procedures and external stakeholders
3. Acting as CIE's editor (including web site editor), receiving, commissioning and approving materials from a wide range of contributors. Ensuring delivery to expected impact, time, and budget of CIE content and activities including
 - Web materials, press releases, sales materials, social media
 - Print and design for publications such as reports, publicity materials and other corporate outputs
 - Public relations and advocacy events
 - Online webinars
4. Managing trainees, project partners, designers and publishers
5. Development and monitoring of brand, corporate design and communications content for CIE.
6. Act as media officer for CIE and partners in our projects, liaising with European media and generating coverage for our work.
7. Other duties as may be agreed by the CIE management team.

Performance Indicators:

- Reach of communications
- Attendance level of webinars and events
- Impact of outputs – measured by response rates and satisfaction rates for each channel and by feedback on impact from board, management and staff
- As a member of staff team achievement of targets for growth of incomes and networks
- Meeting internal requirements – budget, timeliness, quality of outputs

Person Specification

Communications Coordinator

Requirement	Essential	Desirable
Qualifications	Degree and/or relevant professional qualification	Masters in relevant field
Experience/ Knowledge	<p>Minimum 3 years previous employment at a similar level in a communications role e.g. advocacy, marketing, PR, journalism, event promotion</p> <p>Track record of impactful communication using relevant media, publications and associated communication channels for advocacy, political activity, public relations, conferences and events etc.</p> <p>Experience in publishing and disseminating newsletters, website and social media content</p>	<p>Knowledge of EU, transport, environment, industry or cycling media or knowledge of cycling sector structure and organisations</p> <p>Experience in EU-funded project communications</p> <p>Experience in event organisation and managing event contractors (venue, catering, admission...)</p>
Skills	<p>Proven record in developing communications plans for brands, projects and initiatives.</p> <p>High attention to detail, with excellent writing, proof-reading and editing skills in English</p> <p>Experience using relevant tools for both content and communications including Microsoft Office, editing and design for print, web and publicity, Mailchimp, In-design, canva, Typeform and collaborative work platforms such as Zoom, Google docs, etc.</p> <p>Ability to formulate and deliver creative content which will engage professional networks, supporters and partners in CIE's aims.</p>	<p>The ability to draw on and communicate relevant information about industry or cycling policy at the level appropriate to its audience.</p> <p>Other European languages written and spoken.</p> <p>Ability to enforce branding, consistent tone and style across all corporate communication channels</p> <p>Video and photo capture and editing</p> <p>SEO and analysis of online metrics</p>
Personal	<p>Self motivated, creative, entrepreneurial, outcome oriented. Willingness to undertake new challenges and develop skillset</p> <p>Resilient, multi-tasking, able to set own priorities, balance workloads, ability to plan, organise and implement communications and campaigns in a timely manner</p> <p>Excellent interpersonal, communications skills and establishing successful professional relationships with a wide range of people at all levels of seniority inside and outside the organisation</p>	<p>Experience of working with a multicultural team and engaging with a multicultural audience</p>
Other	<p>Must be eligible to work in Belgium immediately.</p> <p>Available for travel, occasional weekend and evening work.</p> <p>Commitment to the aims of CIE, in particular its aims to improve business conditions for cycling industries and to encourage increased cycling.</p>	<p>Cyclist</p>

Employment arrangements, terms and conditions etc.

These terms and conditions are indicative and will be confirmed during the recruitment process. No detail expressed here can be considered part of an employment offer and all employment terms are determined by the Belgian employment law in force during the period of employment.

We reserve the right not to make an appointment based on this current advertisement and to re-advertise on our terms.

We apologise, but due to limited capacity only candidates selected for interview will be contacted.

The package here reflects what we offer our full-time employees, with our aim to offer an employment package in line with similar NGOs in our sector.

Contractual basis

- This is a full-time position of open duration.

Package

- Salary and benefits relevant to experience and role.
- 13th month payment.
- Lunch vouchers and travel allowance.
- 20 days legal and 10 days extra-legal holiday per year

Additional benefits are available after 12 months service, including

- Extra-legal pension.
- Health Insurance.

Hours and location

- The vacancy is now, therefore we hope successful candidates will be available to start no later than March 2023.
- Candidates must have the legal right to live and work in Belgium.
- All employees are expected to attend key events and meetings in Brussels and in other countries on a routine basis.
- CIE's work at home policies have been developed during the period of the COVID 19 pandemic, in line with our own needs and Belgian regulations. Employees currently have the option to work at home some or all of their working week, but currently the team averages 50-80% in the Brussels office.