

JOB DESCRIPTION

Communications & Outreach Officer

Duration: Initial contract for 12 months, with extension subject to performance.

Start date: As soon as possible

Working hours: Full time

Employer: Seascope Belgium

Location: Seascope Belgium Brussels Office, Brussel, België (Tribes Central Station). Travel to meetings elsewhere in Europe and beyond will be required from time to time.

Outline:

Seascope Belgium seeks to recruit a motivated **Communications & Outreach Officer** with experience in communications, including strategic planning, media relations and social media management, to strengthen its professional and dynamic team with offices in Ostend and Brussels, Belgium.

The post holder will primarily be involved in implementing Seascope Belgium's communication, dissemination and outreach tasks across a range of European (marine) research projects. The incumbent will also provide support to other relevant Seascope Belgium activities and initiatives, particularly in relation to the communication aspects. The work may also involve interactions with relevant developments and initiatives in European countries and globally (e.g., in support of the UN Decade of Ocean Science for Sustainable Development).

The successful candidate will have sound skills in (digital) communications, dissemination and outreach, including designing content and social media strategies, plans and calendars with a strong methodological background, designing and producing visually attractive materials, and dynamically managing all communication channels, including traditional media and social media, for visibility & impact. Some experience in developing and managing multimedia content would be an advantage, as well as experience in scientific communications. Working with multidisciplinary teams and maintaining regular interactions with our Europe-wide network of partners, stakeholders and marine knowledge generators and users through established (or new) communication channels will be a key part of the role.

Main responsibilities:

The main responsibility of this position will be to support Seascope Belgium's communication, outreach, dissemination and engagement activities, including for a range of European collaborative projects and initiatives, supporting, coordinating and strengthening the teams working on the communication aspects of these projects. The projects concerned include but are not limited to EuroGOSHIP, OceanICU, FOCCUS, AQUARIUS, LandSeaLot, or EU4Ocean (see <http://www.seascopebelgium.be/> website for the full portfolio).

Working together with other members of the team, the candidate will lead and/or contribute to specific tasks in relation to SSBE communications role in the projects, including strategic (digital) content planning and production; developing attractive communication materials (e.g. press-releases, leaflets, newsletters, etc.); building, managing and promoting media relations for visibility of related project(s) and their results; dynamically managing e-mailing campaigns and social media channels; setting up and managing simple Search Engine Marketing (SEM) campaigns, as well as "paid" campaigns in social media; tracking impact and results of digital marketing activities; overseeing the quality of infographics, policy briefs and/or strategic roadmaps from a design and reader-friendly perspective; and if possible, developing multimedia products (e.g. video, tutorials). Experience in Search Engine Optimization (SEO) is a plus.

Profile and competences required:

The successful candidate is expected to have the following qualifications and competences:

- Graduate qualification in a relevant discipline, preferably with a background in communication, journalism and/or public relations with experience in science communication – or alternatively, a background in marine or environmental science with clear experience in science communication and content management and development.
- At least 3 years of experience delivering communication plans, activities and outputs against project-based objectives for a relevant agency or organisation; experience in communicating information related to marine/environmental data, information products and/or scientific results would be an advantage.
- Experience with developing communication products and managing communications channels, including but not limited to digital, social media, print, and events, matching channels with specific audiences and expected outcomes.
- Experience setting up Search Engine Marketing (SEM) campaigns and “paid” campaigns in social media.
- Good working knowledge of MS Office packages and relevant online data and information management systems (including Content Management Systems for websites).
- Excellent standard of spoken and written English. Knowledge of other European languages would be an advantage.
- Ability to report progress and issues in an effective manner and ability to draft concise and clear documents and reports without supervision.
- Experience working with multidisciplinary teams, with strong interpersonal and communication skills with ability to work transparently while applying a team-oriented work ethic. Ability to build successful and productive relationships with stakeholders, user groups and other project team members.
- Excellent organisational skills with capacity to multitask, to deliver on allocated tasks and to meet deadlines in pressurised situations.
- Ability to work at strategic, tactical and operational levels, with a strong can-do attitude to handle the diverse requirements of this role.

Salary:

This post commands an attractive remuneration package, in line with local conditions. Salary will be commensurate with the qualifications and experience of the successful candidate.

Application procedure:

Written applications comprising a cover letter and CV should be submitted via email to recruitment@seascopebelgium.be. Closing date for applications is 30 November 2023.

For more information contact: janbart.calewaert@seascopebelgium.be or nathalie.tonne@seascopebelgium.be.

About Seascope Belgium

Seascope Belgium is an environmental consultancy specialised in the provision of high-level advice to the marine sector, including industry, policymakers, NGOs and regulatory bodies. Our expertise includes marine and environmental project management, stakeholder consultation and engagement, promotion of ocean literacy and the management of marine data and information. We work alongside leading scientists around the world, and are partners in a number of major European research programmes addressing marine issues. For a full overview of the project portfolio and activities, please visit our website at www.seascopebelgium.be.