

HEAD OF COMMUNICATION AND MARKETING

Are you excited by the opportunities a world of impact can have? Do you have what it takes to make these opportunities come to life and create more visibility and strengthen the positioning for social enterprise? Then this role as Head of Communication and Marketing, for [EN - the European Social Enterprise Network](#), is perfect for you! You will provide communication leadership and guidance for projects that are advancing social enterprise on a global level.

Our mission – and also yours?

We believe that social entrepreneurs and impact-driven leaders are the world's frontrunners dedicated to solving global challenges. We empower them to scale their positive impact and play a key role in paving the way for a new, just, and green economy. We are an impact network of diverse organisations and changemakers that surface opportunities and remove barriers for social enterprise and social innovation. Our network consists of members that are national networks, social funds, research centres and incubators - frontrunners that help social entrepreneurs with capacity building, networking, research, and developing their business. Since 2007, we have worked with 100 partners from most European countries, the Middle East and Russia. You can read more about our current projects and campaigns [here](#). Our events create a platform for international impact-driven organizations to present themselves, connect to investors, public officials and exchange experiences to scale together.

Job Description

In this role, you will partner with the CEO and team to develop a robust communications strategy which will help bolster the Network's outreach and strengthen its positioning. You have the chance to integrate various projects under the umbrella of an overarching communication strategy. As the Head of Communication and Marketing you will be responsible for the area of communications, brand, marketing and media and lead a team of three whilst directly reporting to the CEO. This entails that you will oversee and provide strategic and creative input regarding EN external communications, the EN brand and EN's communication channels and materials including website, events, publications, newsletters, press releases and social media. This position is made for someone with great people skills, as you will actively engage our members, organize and network at high-level events with global leaders, and collaborate with colleagues at leading impact organizations, such as the European Commission, the World Economic Forum Covid Response Alliance for Social Entrepreneurs, the Social Enterprise World Forum, ImpactCity, and the UN Task Force for Social and Solidarity Economy.

Key Responsibilities

- Responsibility for the entire communications area and strategy (brand, public relations & marketing)
- Develop EN's marketing and events strategy with the intent of strengthening the EN brand and reputation as a key player in the Social Enterprise and Social Innovation Ecosystem.
- Lead and manage EN media and multiplier partners in order to create visibility for our activities and projects.
- Manage and lead a communication team of 3 that is responsible for all social media content, strategy and communications.
- Harmonise and align communications from across the various projects under the umbrella of an overarching communication strategy.
- Scope, refine and supervise all communications channels (social media, website, member & partner communications, etc.) including the development of an integrated content creation strategy together with the team.
- Develop campaigns and strategies that will support EN key projects and monitor success.
- Organize and plan online, hybrid and in-person events which will encourage and bring together international participation and increase EN's visibility.

- Represent the organization at events and partner meetings.
- Engage and involve EN (prospect) members throughout Europe and beyond.
- Create and disseminate communications content to key audiences and stakeholders.
- Oversee the creation of communications materials to ensure that they are consistent with the Network's communication strategy, including e.g. white papers, website copy, brochures, visuals across channels etc.

Qualifications

- At least 8 years of professional experience and a strong track record in a strategic communications role.
- Demonstrated success designing and executing communications strategies and campaigns.
- Excellent organizational and project management skills and ability to meet deadlines.
- Ability to work in a fast-paced international environment, be a self-starter and take initiative with a proactive hands-on mentality.
- Excellent people and networking skills, including also team management experience.
- Hands-on experience with a multitude of communication tools and channels, including the management of social media, websites, creating audio and visual content
- Experience working with CRM software (e.g. Salesforce) is a plus.
- Superior written and verbal communications skills in English (native speaker is a plus) with the ability to write, proofread, and edit.
- Passionate about social entrepreneurship, experience in the sector desired.
- Bachelors or Master degree in a relevant subject (Master preferred).
- Diversity makes us stronger, we are looking for international talent located in the Netherlands (working visa required).

Benefits

- Be part of an expanding scale-up with a recognized track record since 2007.
- Amazing offices at Apollo 14, The Hague, hosting entrepreneurs who contribute to a better world.
- Enjoy space for own initiative and be part of an open and committed team of 10 professionals
- Work in an international environment in every sense: international colleagues, projects & events.
- Work for a buzzing sector; social enterprises are the future.

Remuneration will be between 40.000 - 43.000 EUR full-time equivalent per annum depending on experience. EN offers 30 days annual leave, regular working from home, provides hardware (MacbookPro and iPhone), and a pension scheme. EN is open to discussing a 0.8 FTE role (32 hours). Initial 1 year contract, to be adjusted to a permanent contract with at least a 10% raise after year one.

How to apply

Please apply with a single PDF document **by 20 January 2022** containing:

1. A letter of motivation (1 page) setting out how you meet the requirements above
2. A CV (2 pages)
3. Two references

Email to Suzanne@euclidnetwork.eu. We are interviewing candidates on a rolling basis. Interviews are to take place in January 2022. The appointed candidate would be expected to start as soon as possible. Timings can be discussed.