



CAN Europe job description

Position/Title	<b>Communication coordinator (full time or part time)</b>
Goal	<b>Responsible for external communication (press, public, and relevant stakeholders), develop narratives, develop and implement a communication strategy for specific projects and files, inspire and support members and partners to use these narratives and communication strategy, increase public awareness on the threats of climate change and the need to take action.</b>
Functions & Responsibilities	<p><b>Build a communications plan, common narrative and network:</b></p> <ul style="list-style-type: none"> <li>● Identify, map and maintain close cooperation with a different range of actors: communicators, journalists, NGOs, EU staff.</li> <li>● Lead on developing a common narrative on specific energy and climate files and projects.</li> <li>● Mobilise the built network towards working on common narratives.</li> <li>● Promote and ensure the use of the agreed narrative in all relevant communication.</li> <li>● Work on maximising its dissemination and impact on the public understanding.</li> <li>● Actively participate in meetings and activities with partner organisations .</li> <li>● Coordinate communications activities with the wider CAN network (i.e., participation in the CAN Comms working group)</li> <li>● Maintain and update the CAN Europe communications list</li> </ul> <p><b>Communication and editorial</b></p> <ul style="list-style-type: none"> <li>● Develop and implement a communication strategy</li> <li>● Ensure CAN Europe visibility and reputation as the leading European climate network</li> <li>● Apply high editorial standards of all CAN Europe publications and other products (written and visual)</li> <li>● Liaise with consultants to coordinate production, printing and delivery of CAN Europe’s publications and campaign materials</li> <li>● Keep track of publications and their performance</li> <li>● Assist, as required, with the organisation and management of press briefings, conferences and other CAN Europe events</li> <li>● Contribute to relevant reporting and fundraising efforts, including all aspects of producing the annual report</li> <li>● Lead on all public facing campaigning work (i.e., publicity stunts) in direct coordination with the involved policy officer</li> </ul>

	<p><b>Digital Communication</b></p> <ul style="list-style-type: none"> <li>● Update website content using WordPress CMS, including: uploading documents, posts, graphs; commissioning, creation and editing of web content</li> <li>● Monitoring website traffic</li> <li>● Maintain and regularly update our social media channels: Twitter, Facebook, LinkedIn, Youtube</li> <li>● Coordinate work with external web and IT consultants</li> </ul> <p><b>Media</b></p> <ul style="list-style-type: none"> <li>● Write, edit and disseminate press releases and other communication products</li> <li>● Respond to media enquiries and build contact with journalists</li> <li>● Monitor and evaluate CAN Europe’s media coverage</li> <li>● Update press contact lists database</li> <li>● Provide support and advice to colleagues on how to address media requests</li> </ul> <p><b>Input to internal affairs</b></p> <ul style="list-style-type: none"> <li>● Participate in team-wide processes and matters relevant to the organisation as a whole as required</li> <li>● Work on other projects as assigned by the line manager</li> <li>● Prepare, present and moderate during communications-related sessions at the CAN Europe General Assembly (2x/year)</li> </ul>
Line management	This position is line managed by the head of Communication
Time requirements	Full or part time contract Indication on split between areas and responsibilities below
% of Time	Main team responsibilities
5	Administration and finances
20	Planning
75	Communication and network
0	Capacity and outreach
0	Policy work and coordination
100	TOTAL
% of Time	Specific responsibilities
22,5	Network & common narrative
22,5	Communication & Editorial
22,5	Digital communication
22,5	Media
10	Internal affairs
100	TOTAL

