



CAN Europe Job description
Communication Coordinator for the Western Balkans

Position/Title	Communications Coordinator for the Western Balkans
Goal of Position	Responsible for external communications (press, public, and relevant stakeholders) and for developing and implementing the communication strategy working as a member of the communication team, coordinating communication and outreach activities in the Western Balkans region (Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, and Serbia).The successful candidate as part of CAN Europe’s communications team will also support, where necessary, communication activities related to CAN Europe’s work in Turkey.
Functions & Responsibilities	<p>Communications and Editorial</p> <ul style="list-style-type: none"> ▪ Responsible for ensuring CAN Europe communications maintain our profile as the leading European climate network. ▪ Responsible for regional communications plans in key policy moments while supporting the development of narratives. ▪ Coordinating communication with CAN Europe members and partner organisations at national and regional level on the occasion of national, European and international moments. ▪ Responsible for ensuring high editorial standards of all CAN Europe publications and other products (written and visual); ▪ Cataloging and maintaining CAN Europe’s publications; ▪ Assisting, as required, with the organisation and management of press briefings, conferences and other CAN Europe events; ▪ Contributing to relevant reporting and fundraising efforts, including all aspects of producing the annual report; ▪ Producing media briefings and social media inputs as needed, in response to our policy products and/or external events (in Brussels and the region) ▪ Liaising with consultants and external providers to ensure high quality delivery of communications products for CAN Europe; ▪ Leading on all public facing campaigning work (i.e., publicity stunts) in direct coordination with the involved policy officer. ▪ Further growth of the Western Balkans Coal Campaign's social media accounts on Facebook, Twitter and Youtube, as well as the design and distribution of the periodic newsletter in English language intended for

	<p>communicating major developments in the regional campaign to European and international audiences.</p> <p>Digital Communications and IT</p> <ul style="list-style-type: none"> ▪ Updating website content using wordpress, including uploading documents, commissioning, creation and editing of web content; ▪ Maintaining and regularly updating our social media channels and supporting the development of social media strategies; ▪ Monitoring and reporting website traffic and social media performance; ▪ Managing work with external web and IT consultants. <p>Media and Press</p> <ul style="list-style-type: none"> ▪ Directly engaging with the media in the region and in Brussels, build strong relationships with journalists and educate them about climate and energy issues; ▪ Creating and implementing media strategies; ▪ Writing, editing and dissemination of press releases and other media materials; ▪ Responding to media enquiries and building contact with journalists; ▪ Maintaining CAN Europe’s media profile and ensuring adequate coverage; ▪ Cataloging and maintaining CAN Europe’s media coverage; ▪ Updating press contacts database; ▪ Ensuring relevant staff are prepared and trained for dealing with the media. <p>Network</p> <ul style="list-style-type: none"> ▪ Support coordination of communications activities with the wider CAN network (i.e., participation in the CAN Comms working group); ▪ Support maintaining and updating the CAN Europe communications list; ▪ Participating in meetings and activities with partner organisations (e.g. Western Balkans Coal Campaigners), when necessary; ▪ Preparing, presenting and moderating communications-related sessions at the CAN Europe General Assembly (2x/year) <p>Input to internal affairs</p> <ul style="list-style-type: none"> ▪ Participate in team-wide processes and matters relevant to the organisation as a whole as required; ▪ Work on other projects as assigned by the line manager.
Supervisory responsibilities	<ul style="list-style-type: none"> ▪ Liaising with external contractors (IT, website, editing, etc.) ▪ Supervise support staff as appropriate
Line management	This position is line managed by the Head of Communication
Time	Full or 4/5

requirements	(Indication on split between areas and responsibilities below)
% of Time	Main team responsibilities
0	Administration and finances
20	Planning
75	Communication and network
0	Capacity and outreach
5	Policy work and coordination
100	TOTAL
% of Time	Specific responsibilities
20	Communication & Editorial
10	Digital & IT
20	Media & press
25	Network
25	Internal affairs
100	TOTAL