



Terms of reference

Position/Title	Communications Coordinator
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.
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 communications plans in key policy moments while supporting the development of narratives. ▪ 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; ▪ Contribute to relevant reporting and fundraising efforts, including all aspects of producing the annual report; ▪ 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. <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"> ▪ Creating and implementing media strategies;

	<ul style="list-style-type: none"> ▪ Writing, editing and dissemination of press releases; ▪ 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. Green 10, Coalition for Energy Savings), 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 requirements	Full or 4/5 (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
22,5	Communication & Editorial
22,5	Digital & IT
22,5	Media & press
22,5	Network

10	Internal affairs
100	TOTAL