

JOB TITLE: Communications Officer

LOCATION: Hybrid (Remote and office)

REPORTING TO: Creative and Artistic Director

EXTERNAL DIRECT REPORTS: Graphic and Web designers

HOURS: Full-time



SUMMARY:

The Communications Officer is responsible for implementing the World Human Forum's communication strategy, including managing social media, creating content, coordinating mass media and social media outreach, and maintaining the organization's website. This role also ensures the delivery of communication requirements for sponsorships and EU projects, supporting cohesive and impactful messaging across all organizational activities and initiatives.

KEY RESPONSIBILITIES:

Content Creation and Digital Platforms

- Develop and publish engaging content for press releases, social media, newsletters, and the website to promote organizational activities and initiatives.
- Create multimedia content, including videos, graphics, and promotional materials, in collaboration with the Creative and Artistic Director.
- Maintain and update the Forum's website, ensuring it reflects current activities and aligns with organizational branding.

Media Coordination

- Build and manage relationships with journalists and media outlets to secure coverage of the Forum's initiatives.
- Update media lists
- Coordinate with the Comms Agency on media outreach, press releases, and promotional campaigns.
- Monitor media trends and propose strategies to enhance the Forum's visibility and impact.

Comprehensive Communication Support

- Provide communication support for all organizational activities, including events, campaigns, and programs, ensuring cohesive and impactful messaging.
- Collaborate with the Creative and Artistic Director to align communication strategies with the Forum's artistic and creative vision.
- Implement and track the performance of communication strategies, refining them using analytics and feedback.

Sponsorships and EU Projects

- Implement communication deliverables and requirements for sponsorships and EU-funded projects, ensuring compliance with contractual obligations and deadlines.
- Monitor and report on the effectiveness of communication activities related to sponsorships and EU projects, providing data and insights for continuous improvement.

Campaign and Initiative Promotion

- Assist in planning and executing communication campaigns to raise awareness about the Forum's mission and activities.
- Coordinate communication efforts for key initiatives, ensuring effective audience engagement and alignment with strategic goals.
- Produce reports on campaign performance, offering insights for improvement.

Procurement

- Under the guidance of the Creative and Artistic Director and in collaboration with the Director of Operations and Programs, manage procurement processes related to communication costs, including obtaining offers, comparing supplier quotes, and selecting vendors.
- Establish and maintain relationships with suppliers related to communication needs to support operational and programmatic needs.

CRM Support

- Update and maintain accurate records of stakeholders and partners related to WHF communication needs in the CRM in collaboration with Admin and Finance Officer.
- Support team members in utilising the CRM for communications purposes.

QUALIFICATIONS:

- Bachelor's degree in communications, or a related field.
- 3+ years of experience in social media management, content creation, or communications.
- Familiarity with communication deliverables for sponsorships and EU-funded projects.
- Proficiency in digital marketing tools, analytics, and platforms.
- Photo and Video editing Basic Skills
- Strong writing and editing skills.
- Fluency in Greek and English.

PERSONAL ATTRIBUTES:

- Creative and detail-oriented.

- Strong interpersonal skills and ability to build relationships with stakeholders.
- Adaptability, flexibility, able to work under pressure and time constraint.
- Commitment to the mission and values of the World Human Forum.