

Campaign Manager

About Positive Money Europe:

Positive Money Europe (PMEU) is a not-for-profit organisation whose mission is to make the money and banking system support a fair, democratic and sustainable economy. We are the leading campaign group scrutinizing the activities of the European Central Bank (ECB) and running campaigns and advocacy in the field of monetary policy, Eurozone economic governance and sustainable finance.

Positive Money Europe operates as the European counterpart organisation to Positive Money UK, a fast-growing London-based organisation pursuing the same mission in the UK. Following our successful “Quantitative easing for People” campaign targeting the ECB, in May 2018 we launched Positive Money Europe.

Since then, we have created a strong and diverse network of experts, politicians and influencers who want to support our mission. We have established ourselves as a credible advocacy group on topics related to the ECB. For example, we provide regular comments in the media (including Reuters, Bloomberg, Le Monde, and the Financial Times). We release policy reports and hold events to propel debate on key and pressing issues. Throughout our work with Members of the European Parliament, we successfully pushed the European Central Bank to take climate change seriously and start looking at alternative policies.

Positive Money Europe is well connected with the NGO community in Europe. We share our office with Finance Watch in Brussels and have established multiple partnerships with other nonprofits organisations across Europe.

About the role:

You will be in charge of informing, mobilizing, growing and diversifying Positive Money Europe’s supporter base, by developing and implementing campaign strategies. You will supervise social media content creation including working with contractors. In close cooperation with our director and advocacy officer, you will develop our media strategy, by writing press releases and identifying media opportunities.

About you:

You’ll be an energetic campaigner and communicator who is passionate about, and has experience of building a community around a campaign, with a view to maximising pressure points and multiplying impact. You will have prior experience of managing digital campaigns, including running several social media channels, writing newsletters and supporter fundraising. You are keen to learn, improve and push the boundaries on social media and expand your skills to new communications channels and tools. You’ll enjoy figuring out how

to engage new audiences in economic issues and creating various types of content: videos, blogs, images. You'll enjoy simplifying messages and finding out what message works best with our existing and new audiences. Positive Money Europe is a small team that works closely together, so you will enjoy getting involved in different aspects of the organisation, chipping in where needed, juggling multiple projects and taking the initiative, while always keeping your focus on how to maximise our impact.

You will be accountable for:

1. Keeping our supporters informed about PMEUs activities and successes and bring their perspectives into our overall activities and strategy
2. Growing PMEUs legitimacy and impact by growing our social media following and supporter base (email newsletter signups)
3. Activating our supporters by leading targeted digital campaigns, raising donations, and inspiring volunteering and offline action
4. Increasing the visibility of PMEUs in the general public and in the media

Key responsibilities and main tasks

- Develop communication and mobilization tactics aligned with the overall strategy of PMEUs
- Lead and coordinate ad-hoc online and offline campaigns (eg. petitions, write to MEPs, feed into consultations, come to events)
- Organise offline stunts and campaign actions
- Oversee our website development and visual identity
- Manage the blog, including by writing or editing articles by the staff or external contributors
- Manage our social media channels (Facebook, LinkedIn, Twitter, Flickr) to ensure we provide frequent and consistent information about our field and activities to our followers
- Manage & oversee the creation of new content (pictures, infographics and videos), including by supervising external contractors
- Optimise our use of Facebook advertising, Google Ads and Analytics, and SEO to increase the number of followers and signed-up supporters
- Engage and respond to our followers on Facebook
- Increase individual donations
- Manage our monthly newsletter
- Support the team by writing and sending out press releases
- Seek out opportunities for the Positive Money team to produce blogs/articles for websites, magazines and spaces with our target audiences.
- Lead or support the organization of events (such as panel debates, training seminars, policy roundtables)
- Support the team with general administrative tasks (such as office logistics and project budgeting)

Person Specification

Essential experience and skills

- Fluency in English (both written and spoken)
- 2-3 years experience in the campaigning or communications sector
- Excellent written communication skills and ability to write short, punchy copy to capture and engage audiences
- Social media management (Facebook, Twitter, LinkedIn) including managing paid advertising campaigns
- Experience writing newsletters and blogs
- General knowledge and interest in EU politics and Eurozone issues
- Experience delivering digital and/or offline campaigns targeting the public
- Experience in organising events
- The ability to take the initiative, identify challenges and propose workable, engaging solutions
- The ability to work in time-pressured situations and to meet deadlines
- A commitment to Positive Money's mission, [values and behaviours](#).

DESIRABLE skills and experience:

- Proficiency in two more European languages, including German
- Some experience writing press releases and media work
- Some knowledge of how the money and banking system works and the problems inherent to it (it is not necessary to have expert knowledge of the area)
- Photography
- Experience using WordPress, Action Network, Excel, (or similar software platforms for website design and network management)
- Experience with managing staff, interns or external contractors
- Being able to create and edit videos and pictures

Terms and Conditions

Contract: Full-time temporary employment contract

Period: Initial fixed term of one year, with six month probation period, renewable upon performance

Reporting to: the Head of Positive Money Europe

Hours: 38 hours a week, the post holder would be expected to work on occasional evening or weekend for time off in lieu.

Remuneration: €27k-33k gross annual salary depending on experience

Location: Brussels

Start date: March 2020

Application Process

Please fill in the application form [available here](#) and send it by email at recruitment@positivemoney.org

Closing date for applications: Monday January 27th 2020 at 8 am CET

Interviews: will take place in Brussels in the week 3rd - 7th February 2020

Positive Money is committed to providing equal opportunities for everyone regardless of their background. We welcome applications from everyone irrespective of gender, sexual orientation, disability and ethnicity but, as women and Black, Asian and minority ethnic people are currently under-represented within the Positive Money network, we would encourage applications from members of these groups.