

German & English-speaking Digital Communications Officer

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 do this by scrutinising the activities of the European Central Bank (ECB) and several National Central Banks (NCBs) in the Eurozone. We run research and advocacy activities on issues such as helicopter money, inequality, and poverty related to the field of monetary policy, Eurozone economic governance and sustainable finance.

Positive Money Europe is a European spin-off of 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 2015, Positive Money Europe was launched in 2018.

Since then, we have created a strong and diverse network of experts, politicians and influencers who support our mission. We have established ourselves as a credible research and 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 ECB 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 European nonprofits organisations.

We are currently launching our third branch of activity: campaigning. The campaigning activities will run alongside and overlap with the research and advocacy activities of the organisation. Although we mainly work through our well-connected network of local NGOs across Europe, we are currently also expanding Positive Money Europe’s presence in Italy, Germany and France.

About the Role

We are looking for someone to complete our campaigning team, which consists of three people today. This person will also complement our German-speaking team which currently consists of one person in charge of research and advocacy.

You will work with colleagues to develop content, increase mobilisation and ensure our message is heard. You will lead on developing a digital strategy and managing our social media channels to maximise engagement among existing and future supporters, influencers and donors. In close cooperation with the director and campaigns manager, you will develop our media strategy and write press releases, op-eds and identify media opportunities.

About You

You are a tech savvy and energetic communicator who is passionate about building a community around our work with a view to getting as many people as possible engaged in the cause. You will have experience with creating messaging for different audiences, running several social media channels, running ads, writing press releases and identifying media opportunities.

You are keen to learn, improve and push the boundaries on social media and expand your skills to new communication channels and tools. You'll enjoy figuring out how to engage new audiences in economic issues by 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 fluent in both writing and speech in both German and English.

You will be accountable for the following on both the EU and German level:

1. Growing PMEUs legitimacy and impact by growing our social media following and supporter base on an EU and German level;
2. Keeping our online community informed about PMEUs activities and successes;
3. Activating our supporters by pushing targeted digital campaigns 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 online communication tactics aligned with the overall strategy of PMEUs.
- Support on online campaigns (eg. requests to sign petitions, write to MEPs, feed into consultations, come to events) to push these to our supporters and new audiences.
- Manage our social media channels (Facebook, LinkedIn, Twitter) and develop new ones (Instagram) to ensure we provide frequent and consistent information about our work and activities to our followers. Please note that management of social media channels can be shared within the team, but you will be expected to lead this.
- Engage and respond to our followers on our social media channels.
- Optimise our use of Facebook advertising, Google Ads and Analytics, and SEO to increase the number of followers and signed-up supporters.
- Writing newsletters and sending it through our CRM, Action Network.

- Support in 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.

Essential Experience and Skills

- Fluency in English and German (both written and spoken)
- 1-2 years experience in the campaigning or communications sector
- Excellent written communication skills and ability to write short, punchy copy messages that capture and engage audiences
- Social media management (Facebook, Twitter, LinkedIn, Instagram) including managing paid advertising campaigns
- Adept at using data to inform your communication planning and use of ads
- Experience pushing digital campaigns targeting the public
- The ability to take initiative, identify challenges and propose workable, engaging solutions
- The ability to work in time-pressured situations and to meet deadlines
- General knowledge and interest in EU politics and Eurozone issues related to universal basic income, helicopter money, inequality and poverty reduction, economics and finance.
- A commitment to Positive Money's mission, [values and behaviours](#).

DESIRABLE Skills and Experience:

- Experience writing press releases and doing media work
- Experience working with Action Network or equivalent CRMs
- Experience working on economic-related issues

Terms and Conditions

Contract: Full-time or part-time (80%) permanent employment contract (CDI)

Reporting to: Campaigns Manager

Hours: 38 hours (full-time) / 30,4 hours (part-time) a week, the post holder might be expected to work an occasional evening or weekend for which they will receive time off in lieu.

Remuneration: €22-25k gross annual salary depending on experience

Location: Brussels or telework from abroad

Start date: September 2021

Application Process

Please fill in the application form [available here](#) and send it by email to info@positivemoney.eu

Closing date for applications: Tuesday 10 August 2021 at 8 am CET

Interviews: will take place on zoom between the 17 and 20 August for the first round, and the 25 and 26 August for the second round.

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 Black, and minority ethnic people are currently under-represented within the Positive Money network, we would encourage applications from members of these groups.