RED CROSS EU OFFICE

VACANCY NOTICE

JOB TITLE: SOCIAL MEDIA ASSISTANT - INTERNSHIP

July 2023

BACKGROUND INFORMATION

The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world's largest volunteer-based humanitarian network. IFRC is a membership organisation established by and comprised of its member National Red Cross and Red Crescent Societies. Along with National Societies and the International Committee of the Red Cross (ICRC), the IFRC is part of the International Red Cross and Red Crescent Movement. IFRC's headquarters is in Geneva, with regional and country offices throughout the world.

The Red Cross EU Office is a partnership between the National Red Cross Societies in the EU, Norway and Iceland, and the IFRC. Founded in 1983, the office ensures the representation of its members towards the EU institutions, Brussels-based international and partner organisations, and NGO networks.

JOB PURPOSE

The Social media intern will support the Communications Coordinator with the planning, execution, monitoring and reporting of the IFRC's communications activities in coordination with participating EU National Societies, as part of the Programmatic Partnership (PP) with European Civil Protection and Humanitarian Aid Operations (ECHO).

In response to the increasing number of crises arising worldwide, the PP, "Accelerating Local Action in Humanitarian and Health Crises", aims to support local action in addressing humanitarian and health crises across at least 25 countries with a multi-year EU funding allocation.

The partnership strengthens mutual strategic priorities and is built around five pillars of intervention: disaster preparedness/risk management; epidemic and pandemic preparedness and response; humanitarian assistance and protection to people on the move; cash and voucher assistance; risk communication, community engagement and accountability. It represents a joint programme developed between ECHO, the IFRC and EU National Societies, delivered in partnership with National Societies in implementing countries.

Based in the Red Cross EU Office in Brussels, the social media intern, as a member of the IFRC team, will contribute to producing digital content and storytelling planning and development in line with the donor communications and visibility plan.

KEY RESPONSIBILITIES

The Social media intern will contribute to the following:

- **Oversee the social media and editorial plan**, in collaboration with EU National Societies and IFRC Secretariat and regional offices. Coordinate content with the various stakeholders, including IFRC at country, regional and global levels.
- **Update and populate** the ifrc.org website.
- **Social media analytics and reporting** for the PP. Gather and compile regular reporting data for ECHO in collaboration with EU National Societies and IFRC Secretariat.

Address
Rue de Trèves 59-61,
B-1040 Brussels
Belgium

Tel.: +32 2 235 06 80
Fax: +32 2 230 54 64
infoboard@redcross.eu

- **Regular monitoring of social media and suggesting new and creative approaches** to disseminate and engage EU audiences and other key stakeholders on social media. Support EU National Societies accordingly.
- **Format and upload material to be shared** with EU National Societies and the wider Red Cross Red Crescent network.
- **Provide administrative support to the Communications Coordinator in relation to coordination and collaboration** within IFRC, and with EU National Societies and ECHO; set up meetings, draft and disseminate minutes, prepare presentations, support filing, etc.
- **Provide administrative support to the Communications Coordinator in relation to** setting up and hiring external contractors and creative agencies.
- **Respond to questions related to tracking and social media from the Red Cross Red Crescent Network.**

CANDIDATE PROFILE

Education

Bachelors' degree in design, journalism, communications, marketing or international relations/a related field.

Experience

Asset but not a requirement:

- Experience in digital campaigns and social media.
- Experience in creating compelling content for a variety of communications channels.
- Experience of multimedia design.
- Experience in project management and coordinating several stakeholders to reach project goals.
- Experience working in an international humanitarian, international development or related field.
- Experience working on donor communications/visibility requirements.
- Red Cross and Red Crescent and/or IFRC experience.
- Experience in coordinating staff and/or consultants

Skills

- Excellent writing skills in English are essential.
- Knowledge of humanitarian affairs.
- Demonstrated understanding and use of social media for communications and advocacy purposes.
- Ability to multi-task and work under pressure.
- Analytical skills.

Asset but not a requirement

- Video and sound editing skills.
- Proficient use of design software including Adobe and Canva.
- Comfortable working and communicating with number of National Societies in a diverse environment.

Address
Rue de Trèves 59-61,
B-1040 Brussels
Belgium

Tel.: +32 2 235 06 80
Fax: +32 2 230 54 64
infoboard@redcross.eu

Languages

- Fluently spoken and written English.
- Good command of another EU language (preferably French, German or Spanish) is an asset.

TERMS AND CONDITIONS

Full time position of 38 hours per week, based in Brussels, Belgium – the applicant needs to have permission to work in Belgium.

Six months paid internship under Belgian Social Legislation as Convention d'Immersion Professionnelle (€921.20/month).

In addition, we offer a meal voucher and work-related public transport costs for every day worked.

Application procedure

Please send your CV (max. two pages) and a cover letter (max. one page) explaining how you meet the criteria in English in one single pdf to HR@redcross.eu by midnight CET on **15 August 2023.**

Please include the job title and your full name in the file name, and mention "Social Media Assistant" in the email subject.

Applications received after the deadline will not be considered. Only shortlisted candidates will be contacted for an interview.

Expected start date: September 2023.

If you do not hear back from us by 15 September 2023, unfortunately your application has not been selected.

Address
Rue de Trèves 59-61,
B-1040 Brussels
Belgium

Tel.: +32 2 235 06 80
Fax: +32 2 230 54 64
infoboard@redcross.eu