



Communications Manager

Job description

The Communications Manager role sits within Mental Health Europe's management team. This role is focused on leading the communications team, providing strategic insights towards the positioning of Mental Health Europe as the go-to organisation for mental health in Europe, and supporting strategic organisational development and sustainability.

Primary duties and responsibilities

Internal/External Communications

- Develops, leads, delivers, and monitors an overarching communication strategy
- Designs and oversees the implementation of the communication's annual work plan
- Coordinates the production and dissemination of all communications (e.g. printed, digital, audio-visual, including proposal for innovative approaches and improvements)
- Leads on the organisation's digital and social media strategy development and implementation, including reviewing and development of communication channels, and overseeing structural website updates and changes
- Assesses and evaluates the impact of Mental Health Europe's communication work through quantitative & quality indicators in collaboration with the Engagement and Partnership Senior Coordinator.
- Inputs strategic communications expertise in policy and advocacy work, collaborating closely with the Policy Coordinator/Manager
- Supports the development of strategic partnerships and external collaborations
- Coordinates the creation and implementation of various awareness-raising and impact campaigns around international observances and specific events, including the European Mental Health Week
- Tracks communication opportunities for story placement and other publicity as they arise.

Fundraising

- Provides input to the development and delivery of Mental Health Europe's fundraising strategy
- Supports the implementation of fundraising activities, including development of online tools and campaigns for fundraising purposes
- Supports Mental Health Europe 's external visibility, oversees development of relevant materials and messages to inform existing and potential donors of Mental Health Europe's work, in collaboration with the Engagement and Partnership Senior Coordinator
- Supports in drafting the communication aspects for project applications and for reports of ongoing projects.

Media

- Cultivates and leads on media relations
- Develops and maintains contacts with press, journalists, media, and communications professionals in Brussels
- Acts as primary contact for media enquiries and requests.

Events

- Supports together with other team members the organisation of events (*European Parliament hearings, capacity-building seminars, Mental Health Europe General Assembly, webinars, etc.*)
- Attends external events as Mental Health Europe representative when required.

Membership

- Manages the coordination of Mental Health Europe's Communications Taskforce.

HR and organisational development

- Manages the Communications team (work, support to professional growth and wellbeing)
- Contributes to the onboarding of new staff
- Builds staff capacity where needed
- Reports to the Director
- Is part of the organisation's management team together with the Director, Head of Operations, and other managers when appointed and contributes to the strategic and development and sustainability of the organisation.

Eligibility Criteria

Qualifications/Training

An advanced university degree (Master degree or equivalent) in a relevant field.

Competencies and experience

Essential:

- Minimum of 7 years of relevant professional experience
- At least 5 years of proven experience in planning and managing communication work in an international/European environment
- Experience in health, human rights, and/or social policy environments
- Experience in managing a small team coupled with strong people/team management skills
- Fluency in English – native level (written and spoken)
- Excellent writing, communication and analytical skills: ability to translate complex information into accessible content for all audiences
- Excellent strategic thinking and negotiation skills
- Very good knowledge of the EU context - both EU media landscape and policy environments
- IT literacy: excellent knowledge of Office Suite, WordPress, Mailchimp, and good knowledge of editing software (e.g. Adobe Creative Cloud, Canva) etc.
- Outstanding organisational and time-management skills, with focus on accuracy and attention to detail
- Flexibility, adaptability, and willingness to contribute to improving workflows and processes
- Very good interpersonal skills and teamwork, ability to work in a constructive way in a small, busy, international and diverse team
- Commitment to the values, vision and mission of Mental Health Europe.
- All applicants must be qualified, eligible and able to work in Belgium. Mental Health Europe is not in the position to support work permit applications.

Desirable:

- Experience working in a European/international NGO
- Additional EU languages are an asset.

What we offer

- The possibility to contribute to better mental health for all
- Work in a friendly and flexible working environment at the heart of the Brussels EU district in a dynamic, inclusive and international team;
- Permanent full-time contract;
- Possibility to work according to a hybrid working arrangement: partly in-office (at least one day per week) and partly tele-working;
- Monthly gross salary: 4300-4600 EUR, according to experience;
- Hospitalisation insurance, pension scheme, contribution to public transport, 13th month, teleworking allowance, additional holidays, and lunch vouchers;
- Possibilities for professional development.

Mental Health Europe is an equal opportunities employer.

Application procedure

Applications should be submitted to Mental Health Europe Director Claudia Marinetti: c.marinetti@mentalhealtheurope.org. Please specify in the email subject "Application – Communications Manager". Please note that applications will be shared with our recruiting partner Local Knowledge, who will store applications until the vacancy has been filled.

All applicants must be qualified, eligible and able to work in Belgium. Mental Health Europe is not in the position to support work permit applications or to provide financial assistance to relocate to Brussels/Belgium.

Applications should include:

- A cover letter (no more than 500 words) addressing the following:
 - What you think are the key three priorities to be communicated by Mental Health Europe in 2025, and why;
 - An example of your experience in supporting the growth and wellbeing of colleagues working in communications;
 - Your approach to collaboration with colleagues in other work areas within an organisation (e.g. policy and projects), including examples;
 - Links to relevant communication work carried out in the past.
- A CV, including details of two persons who can be contacted for references.
- In your email, please answer these three questions:
 - Do you have the right to work in the EU? **YES/NO**
 - How much experience do you have managing communications activities ? **7+ years/ 5-7 years / 1-4 years / none**
 - Do have experience in successfully managing people? **YES/NO**

Applications will be assessed on a rolling basis and interviews organised accordingly.

Starting date employment: as soon as possible.

We thank you in advance for your interest in our vacancy. However, due to the large number of applications foreseen, we regret that only shortlisted candidates will be contacted.