



Brussels, 14 December 2022

Open Vacancy

Media and Campaigns Officer

AGE Platform Europe (AGE) is looking for an experienced Media and Campaigns Officer to amplify older people's voice and increase the outreach of AGE's age equality storytelling.

Are you interested in ageing issues and passionate about equality, human rights, social justice? Join our dynamic international team and work together with AGE members and partners towards our vision of a society for all ages.

The organisation

Bringing 110 organisations *of* and *for* older people, AGE mission is to combat ageism, promote human rights throughout the life course, reduce inequalities and enable everyone to live a full and dignified life. To do so, we empower older people to get involved in debates on ageing and to impact policy making toward inclusive societies for all ages:

"We are the experts of our own lives. Our community is extremely diverse, but our difference is our strength when we speak together. As self-advocates, we have the potential to contribute expertise, skills and experience that enrich our societies and make them more just, inclusive and prosperous."

To know more about our vision, mission, core values and principles, and advocacy goals, see [AGE internal strategy 2022-2025](#).

Job description

As part of the AGE's secretariat's team, you will support the dissemination of our advocacy work, help reach diverse target audiences and engage them in advocating for age equality. Using social media, campaigns and other relevant communication channels, your work will help disseminate AGE's positions and policy recommendations and contribute to positive progress towards equality in old age.



AGE Platform Europe | A society for ALL ages
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Job title:	Media and Campaigns Officer
Reports to:	AGE Secretary General and Project Manager
Purpose of job:	As part of the communication team, you will mainly design and implement social media activities in support of AGE's advocacy work including campaigns, and selected research projects' activities.
Location:	AGE's office in Brussels, Belgium
Contract:	One-year contract for a full-time position (possibility of extension to unlimited contract)
Salary:	Range of 3.000 Euro – 3.300 Euro (monthly gross) depending on candidate's profile and experience
Benefits package:	Paid holiday (20 days/year) – in accordance with the Belgian law, 13 th month and holiday allowance on pro rata basis of a 9-month contract; plus lunch vouchers, local transport, 50 Euro/month telework allowance

Responsibilities

You will coordinate and boost AGE communication strategy, mainly on social media, and support our campaigns to ensure the organisation's wide visibility to external stakeholders (civil society, industry, NGOs, research organisations and academics etc.), national, European and international policy makers.

In cooperation with our Communication Officer, you will sustain other communication-related tasks, e.g. creating visuals, drafting communication content and website updates, related to both our policy work programme and involvement in the research projects on ageing. To do so, you will closely liaise with the secretariat's policy and project teams.

More specifically, you will:

- Manage AGE social media accounts (Facebook, Twitter, LinkedIn), by designing communication content including live tweeting at events and webinars organised by AGE.
- Design, monitor and evaluate online campaigns and visuals, including videos, to enhance external audience engagement with AGE advocacy messages in collaboration with AGE Communications Officer and Project officers.
- Manage selected projects' social media channels and support project officers in their communication and dissemination efforts.

- Provide ad hoc support to the communications officer to update AGE website and prepare dissemination and communication content: online (articles and visual communication items) and offline (flyers and printed promotional material).
- Liaise with the policy and project team, feeding back on relevant trends and providing support from the communication side.

Person specification

Knowledge/Skills/Abilities

Essential

- Excellent command of English
- Analytical skills and ability to process information on a wide variety of issues and to communicate in plain language
- Excellent written and oral communication skills to interact with diverse groups and individuals
- Creativity to communicate on policy advocacy content and to catch partners' and stakeholders' interest on ageing and to engage with older people
- Robust computer literacy, communication and social media skills
- Knowledge of visuals/images creation with Office and/or free online tools (e.g. Canva)
- Ability to work in a small, engaged and committed, multilingual team
- Very good networking abilities
- Ability to be self-supporting, working in autonomy and pro-active
- Ability to manage a complex workload, to plan and prioritise
- Time management: skills or organizing tasks to meet deadlines to meet specific dates during the year.

Desirable

- Knowledge of content management system (CMS) such as WordPress or Drupal
- Knowledge of Free Design Tool (Canva, Adobe, Office suite)
- Knowledge of ageing issues, age discrimination and ageism
- Command of additional EU languages

Experience

Essential

- Previous experience in internal and external communication involving development and implementation of media tools and campaigns

Desirable

- Previous experience in NGO sector and in the field of social/human rights policies

How to apply

Application must be sent to **Ilenia Gheno**, Research Project Manager at ilenia.gheno@age-platform.eu with the subject 'Media and Campaign Officer' and include:

- CV - preferably in Europass format
- Motivation letter – max 500 words
- Laid-out communication brief (max. 400 words) on “Challenges to ageing well”
Deadline for applications is Friday 16 January 2023 at 23h59 CET
- To ensure equal treatment of applications, telephone calls and e-mails are not permitted
- Only candidates shortlisted for interviews will be contacted
- Interviews will take place between 23 and 27 January 2023 (either online or in person)
- Starting date: As soon as possible
- AGE Platform Europe is an equal opportunity employer



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