



Communications & Marketing Manager

Global Office (Brussels)/ European Educational Exchanges – Youth For Understanding (EEE-YFU)

1. Background

Youth For Understanding (YFU) advances intercultural understanding, life-long learning, global competence, mutual respect, and social responsibility through transformational educational exchanges for generations of youth, families, and communities, supported by dedicated volunteers and professional staff.

YFU is a volunteer-based global non-profit community driven by the passion of people, consisting of 55+ member organizations across six continents. As a leader in intercultural exchange and educational programs for more than 60 years, YFU has impacted more than 270.000 students – and their host families, schools and networks – and more than 70.000 volunteers.

Our new global strategy sets the direction to operate as one global organization, and our organizational structure is currently being reorganized to meet the changed needs of our global YFU community.

To support its Global Office in further developing and boosting our global communications, visibility, outreach and identity, we are looking for an ambitious and creative **Communications and Marketing Manager**.

2. Position

The Communications and Marketing Manager reports to the Secretary General and is responsible for communications, marketing and brand related activities of YFU's Global Office.

This new role has been created in Brussels to increase visibility and understanding of YFU in Europe and globally - and its members, products, services and impact -, as well as strengthening its credibility and reputation, engaging with target audiences and ensure amplification and positioning of YFU.

3. Responsibilities

1. Increase visibility and understanding of YFU

- ✓ Coordinate all activities related to communication and media relations
- ✓ Work in close cooperation with other staff members to carry out communication activities related to their projects and working areas (i.e.: consultations, member surveys, workshops, announcements, impact reports etc.)
- ✓ Liaise with staff from Member Organizations regarding joint projects
- ✓ Support staff in external presentations

2. Strengthen credibility and reputation of YFU

- ✓ Define, maintain and monitor compliance of YFU Member Organizations in Europe and globally against the communication and brand guidelines
- ✓ Actively support further brand development
- ✓ Develop tools and services on request by Member Organizations and provide tailor-made assistance to members on specific communication issues

3. Foster engagement with member organizations and target audiences

- ✓ Develop and implement the communications strategy in line with the global strategy and its objectives to ensure understanding, increase awareness, facilitate engagement and support alignment of YFU activities among different target audiences (both internal and external)
- ✓ Monitor target audience's; identify weaknesses and opportunities and develop strategies to address them

**4. Ensure amplification of YFU**

- ✓ Maintain and update the website and other online channels (social media)
- ✓ Develop communication materials (such as a newsletter, annual report, presentations, impact stories, and others)
- ✓ Coordinate international media relations work including contact/relationship management with all relevant media and journalists
- ✓ Act as the first point of contact for external information requests from researchers, think tanks, schools etc. and coordinate with other staff as needed to provide responses

4. Candidate profile and qualifications

- A Diploma or Master's degree in communications, marketing, business, or related discipline.
- 8-10 years of professional communications and marketing experience in matrixed and multinational organization(s), at senior level, with minimum of 5 years communications and marketing management experience
- Proven ability to work as a breakthrough strategic thinker with outstanding interpersonal skills, a good sense of humor, a team player, open-minded, creative and innovative, a quick learner, entrepreneurial and culturally sensitive
- Media relations and crisis management experience is required
- Up-to-date with the latest traditional and digital (social media) marketing tactics to create integrated campaigns as part of a global communication and marketing strategy
- Proven track record of results in strategic communications and marketing
- Detail-oriented and efficient organizational, project and time management skills, working with virtual teams
- Outstanding written and verbal communication skills in English, other languages (e.g. Spanish, French) are an asset
- Willingness for occasional travel

5. Framework: What we offer

- A Belgian fulltime permanent contract
- A competitive salary and a comprehensive employee benefits package
- The opportunity to create and operate a creative and meaningful global communications and marketing function
- An attractive level of autonomy and responsibility in an intercultural, collaborative and energetic working environment
- Work in a small organization with a diverse and committed team to deliver impact
- The opportunity to contribute to a mission-driven organization with global operations

6. Application details

- Meaningful application, including motivation letter with expected salary and comprehensive CV including references and current/ past salary
- Submit by email to the hands of Michel Ballieu to work@yfu.world with reference "Communications and Marketing Manager" (in email title)
- EU work permit
- Location: Brussels, Belgium
- Starting date: immediately, or as per availability

YFU encourages any person with the required qualifications to apply, without distinction to gender, disability, social or ethnic origins, religion, convictions or sexual orientation. YFU recognizes different types of experience, including professional and volunteering.