



— **Communication Manager**  
Invest Europe

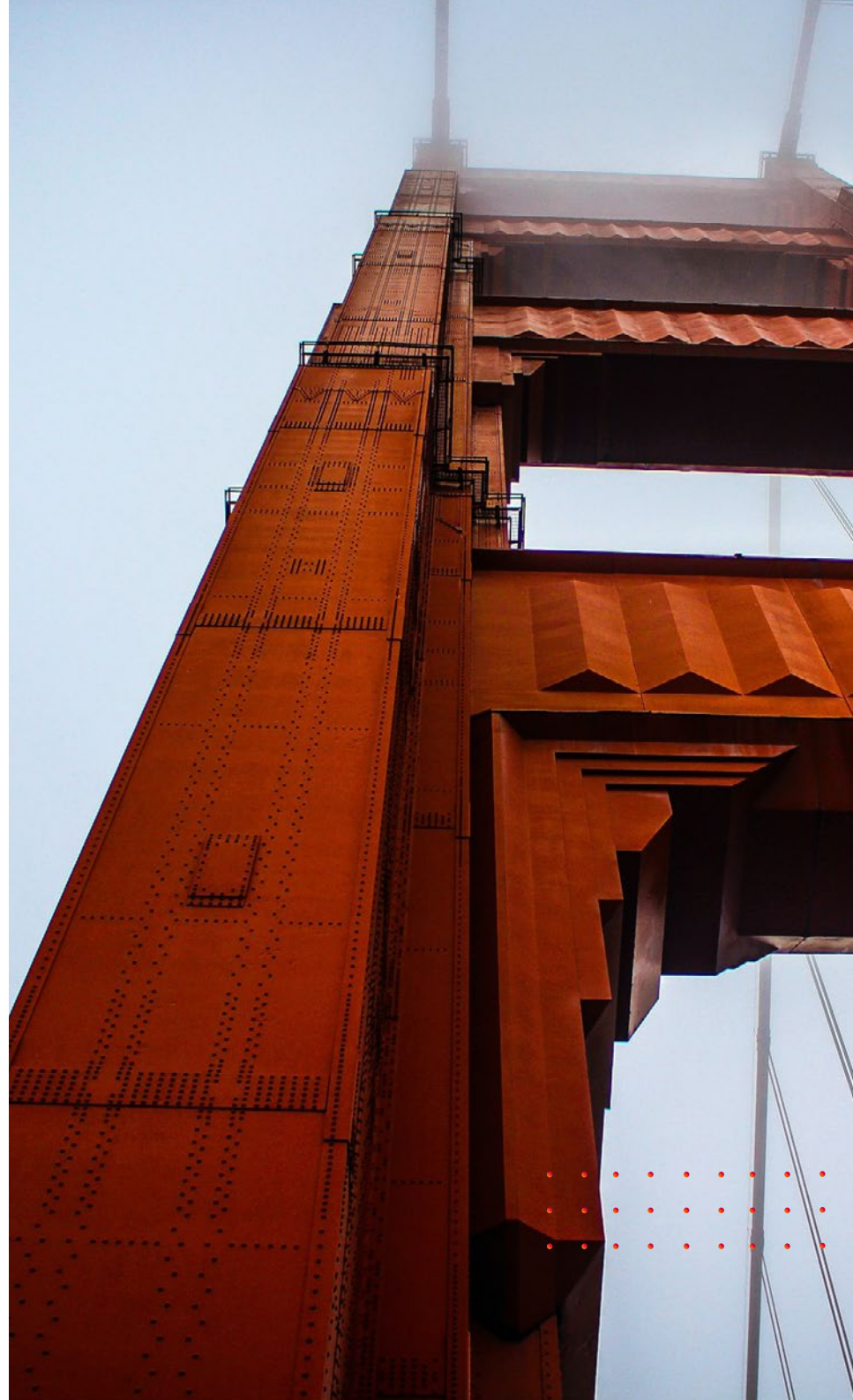


**INVEST**  
EUROPE



**Dober Partners**  
Executive Search  
& Consultancy

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## Job Title:

- Communication Manager

## Term:

- Permanent

## Location:

- Invest Europe, 81 Avenue Louise, B-1050 Brussels, Belgium

## Reporting to:

- Communications Director

The role of the Invest Europe Communications team is to manage the European industry's reputation to protect its license to operate in the minds of policymakers, regulators, companies and investors.

Invest Europe represents 650 member firms from the private equity, venture capital and infrastructure community. The industry is in the process of transforming its approach to communications and Invest Europe is at the centre of driving this change. We require a multi-talented manager with an ambition to deliver a real impact through compelling content that is directed to the right channels to reach and engage the right audiences, primarily in the online space.

The candidate will have at least 8 years of experience in public relations, preferably with knowledge of the private equity and venture capital industry (finance sector an alternative) and an understanding of how to craft and deliver compelling content. They will be a digital native with demonstrable experience in social media and website management. Advocacy experience and network creation and management is required. The candidate will have experience of delivering through digital media platforms and operating in fast-moving situations. Excellent organisational

and project management skills are required as is complete ease of working in an open, transparent and collaborative manner. The successful candidate will need to communicate effectively in written form, in face-to-face meetings and as a spokesperson for Invest Europe.

While Invest Europe is willing to provide training for the duties and deliverables outside the digital space (i.e. publications), it is critical that the candidate understand project management and shows a 'dedication to the cause' mindset that makes out Invest Europe and its long-term vision, strategy and tactics. The private equity and venture capital industry is marked by the passion, commitment and sheer intellectual force of those who work within it. Our association seeks a candidate who displays the same.

More information can be found at [www.investeurope.eu](http://www.investeurope.eu)

## Primary duties & deliverables:

### Digital Communications

- Develop overall strategy for IE digital communications (website, videos, visuals, etc.), in conjunction with comms dir., and manage delivery against plan/ milestones managing internal and external resources
- Develop and diversify ways and channels of engagement and collaboration with both members and external visitors to website
- Collaborate with Membership, Events and Trainings team to identify digital communication opportunities for collaboration to raise visibility of communications work to members and expand existing 'marketing' activities, specifically for IE-owned events
- Manage overall budget, in conjunction with comms. director
- Develop clear KPIs to assess progress and performance
- Report on progress via existing reporting tools/channels

### Social Media

- Responsible for the implementation of social media and website strategy
- Draft/edit and deliver social media content, campaigns and blogs
- Lead on production and dissemination of video content
- Responsible for monitoring and improving social media performance

### IE Publications

- Help develop overall strategy for IE publications library, in conjunction with comms dir. and related departments (primarily Research & Data), and manage delivery against plan/ milestones managing internal and external resources
- Manage entirety of publication process, including:
  - concept development (with comms. director)
  - planning
  - messaging/content (with comms dir. & media relations manager)
  - design
  - printing
  - dissemination (with comms dir. & media relations manager)
  - reporting/tracking

- Develop and diversify ways and channels of engagement and collaboration with both members and external stakeholders with respect to IE publications
- Collaborate with Membership, Events and Trainings team to identify opportunities for collaboration to raise visibility of publication content/messaging within IE-owned events/trainings
- Manage overall budget, in conjunction with comms. director
- Develop clear KPIs to assess progress and performance
- Report on progress via existing reporting tools/channels



## Personal specifications:

- At least 8 years of experience in digital communications and public relations
- Member communication experience is a strong asset
- Digital media experience (content creation; demonstrable social media expertise and website management)
- Experience of working for an industry with reputational issues and/or for private equity and venture capital preferable
- Ability to think creatively and strategically in contributing to our strategic communications platform
- Ability to work accurately and reliably under pressure to tight deadlines
- Excellent and proven written communication skills
- High self-motivation
- Awareness about media and political issues
- A truly excellent command of English
- Excellent interpersonal skills and strong team player

# Recruitment Process



Dober Partners has been retained to draw up a shortlist of prospective candidates against the criteria set out in this document, and using their discretion and expertise to recruit a new Communication Manager, together with the Communication Director and leadership team.

For further information please contact:

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