



— **Senior Communications Manager**  
Natural Mineral Waters Europe (NMWE)



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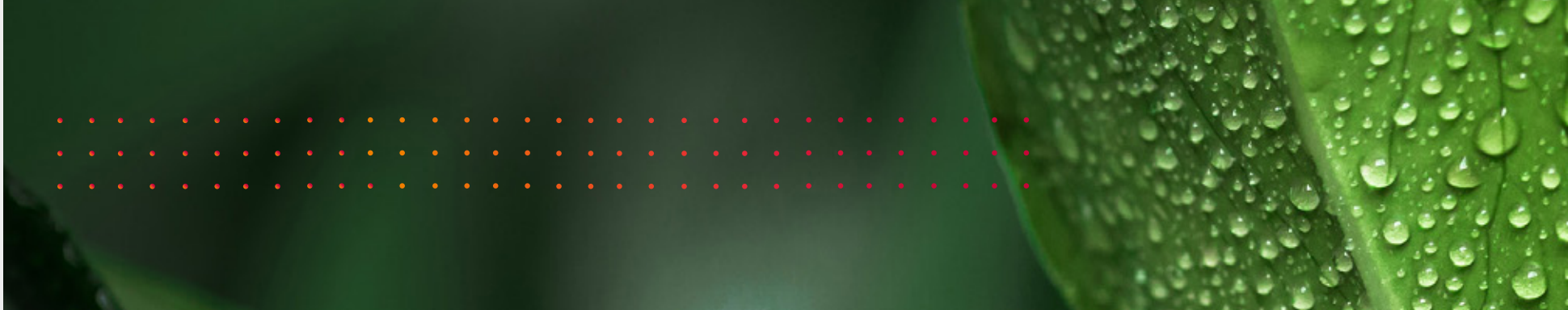


# About NMWE

Natural Mineral Waters Europe (NMWE) is the voice of the European bottled water industry. Through its membership base of twenty-six national associations and individual bottling companies, NMWE represents over 550 producers of natural mineral and spring waters across Europe. European natural mineral waters are a flagship for Europe's high-quality produce, each linked to a defined 'terroir' and providing consumers with healthy and natural hydration. NMWE's office is based in Brussels and consists of a team of four.

See also [www.naturalmineralwaterseurope.org](http://www.naturalmineralwaterseurope.org)





Natural Mineral Waters Europe is currently looking for a highly motivated and service-oriented Communications Manager to join its small and dynamic team in Brussels. The successful candidate will be playing a key interface between the team, NMWE membership and relevant stakeholders and will help develop and strengthen NMWE's engagement both internally and externally.

## Areas of responsibilities

- Develop and implement the communications strategy approved by the Board
- Draft internal and external communication tools, including press releases, news articles, social media content, blog entries, brochures, newsletters, etc.
- Identify and address relevant Communications target audiences, such as third-party stakeholders (Media, partners, NGOs, etc.). Help develop and maintain effective relationships with them through proactive Communications programmes
- Design and coordinate specific Communication outreach activities, including supporting content development and toolkits for members where appropriate
- Provide insight and regular information to the membership on any issue of interest to the industry via dedicated messaging, newsletters, etc.
- Lead, execute and further develop NMWE's social media strategy
- Maintain and update NMWE's website regularly. Write and provide content and further implement SEO strategy in cooperation with agencies
- Work in close cooperation with the Public Affairs Officer to leverage opportunities and assist her with the development and implementation of NMWE's Public Affairs strategy towards EU stakeholders, including where appropriate toolkits for members
- Monitor for industry-related issues and support NMWE in proactive planning and issues and crisis management
- Serve as staff liaison to the Communications Committee Chairpersons and coordinate the meetings of the Committee (agenda, material, minutes)
- Assist NMWE's other Committees in meeting their objectives and promoting their achievements

## Qualifications

- Master's degree with at least three to five years of experience in the communication field
- Knowledge of EU structure and decision-making process (ideally acquired in the course of an internship or a previous position with an EU institution)
- Previous experience in the beverage or FMCG sector is an advantage
- English: native speaker or equivalent, other languages (in particular French or German) is an advantage
- Service-oriented
- Team player and flexible person
- Knowledge of key EU institutions, decision-making process and media
- Practical experience managing social media channels, maintaining websites and intranet platforms
- Practical experience in the areas of public affairs and stakeholder management is an advantage
- Good knowledge of Microsoft Office and ability to use digital and social media communication tools

## Skills

- Proactive and capable of exercising leadership
- Excellent communication skills with ability to speak and write clearly and concisely
- Ability to take initiative and think creatively
- Good organisational skills with attention to details
- Self-starter and independent
- Ability to respond to urgent media enquiries or emergency situations in an efficient manner
- An established trade association representing natural and healthy products
- A nice work atmosphere with a small enthusiastic team
- Possibility to work from home up to 3 days a week
- A competitive salary with fringe benefits
- A full-time contract under Belgian law

## NMWE offers



# Recruitment Process

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To apply for this role please contact

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