Senior Policy Manager World Federation of Advertisers (WFA)

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WFA is the only global organisation representing the common interests of marketers. It is the voice of marketers worldwide, representing 90% of global marketing communications spend, roughly US\$900 billion per annum.

With offices in Brussels, London, New York, Singapore and Toronto, WFA represents over 150 of the world's biggest brand owners and connects national advertiser associations in more than 60 markets, representing tens of thousands of brands at local level. Together, they create a global network which offers a unique source of leadership, expertise and inspiration. WFA champions more effective and sustainable marketing communications.

About the WFA team

The WFA is a dynamic and growing organisation with a presence in key global markets. Headquartered in Brussels, our team extends across London, Singapore, and New York, collectively representing a diverse blend of motivated professionals from various nationalities. Under the guidance of our Chief Executive, Stephan Loerke, we are driven by a commitment to emulate and surpass the professional practices of our members. Despite being a not-forprofit organisation, we operate in a business environment and are rewarded based on success.

To join its public affairs team based in Brussels, WFA is recruiting a: Senior Policy Manager.



Your primary responsibilities will be to support the work of the WFA policy team, working notably on the sensitive issues of food and alcohol marketing and marketing and children with a strong focus on digital marketing communications.

The WFA team plays a progressive role in trying to align corporate practices with fast-changing societal and regulatory expectations. A big part of this is working closely with major multinational companies to develop, implement and enforce credible self-regulatory measures.

WFA is the lead global interface on this issue with key global and regional stakeholders, including WHO, OECD, Unicef, European institutions and national regulators.

The successful candidate will play a central role in WFA's broader advocacy work with these organisations. They will also work closely with local industry coalitions around the world to help devise best practice at national level and then champion these standards to local regulators.

While the successful candidates will likely spend at least two thirds of their time working on food and alcoholrelated issues, WFA is keen to ensure all staff have variety in their jobs. As such, they will also work across other cross-cutting issues impacting brands, such as digital policy, sustainability and diversity, equity and inclusion. They will also lead WFA work on certain EU regulatory initiatives such as the upcoming revision of the EU Audio-Visual Media Services Directive (AVMSD).



Areas of responsibility:

- Lead Facilitating working groups with multiple senior corporate representatives in order to agree industry strategy / common positions;
- Conducting advocacy on behalf on members on national, EU and global dossiers and drive member interests amongst a variety of stakeholders;
- Preparing and deliver presentations to members and key stakeholders;
- Supporting the WFA policy team, working notably on the sensitive issues of food and alcohol marketing and marketing and children with a strong focus on digital marketing communications.
- Leading WFA outreach and advocacy activities on policy issues at EU level ensuring that member interests are effectively represented and advocated for.
- Working across cross-cutting issues impacting brands, such as digital fairness, sustainability and diversity, equity and inclusion.
- Leading WFA work on certain EU regulatory initiatives such as the upcoming revision of the EU Audio-Visual Media Services Directive (AVMSD).
- Developing WFA policy positions and amendments on key policy files to drive impactful change and safeguard industry interests.

- Organising and coordinating policy meetings for WFA members in Brussels.
- Monitoring policy developments at EU and global level and curating updates and insights for our members through various mediums such as email updates, newsletters, preparing and giving presentations, writing briefings, and leading webinars.
- Identifying new and emerging policy issues which could be relevant for WFA members at global and EU level, ensuring proactive engagement and readiness to address evolving challenges.
- Serving as a prominent representative of WFA at industry and policy events, fostering meaningful connections, and advocating for the organization's interests on a broader stage.

Key requirements:

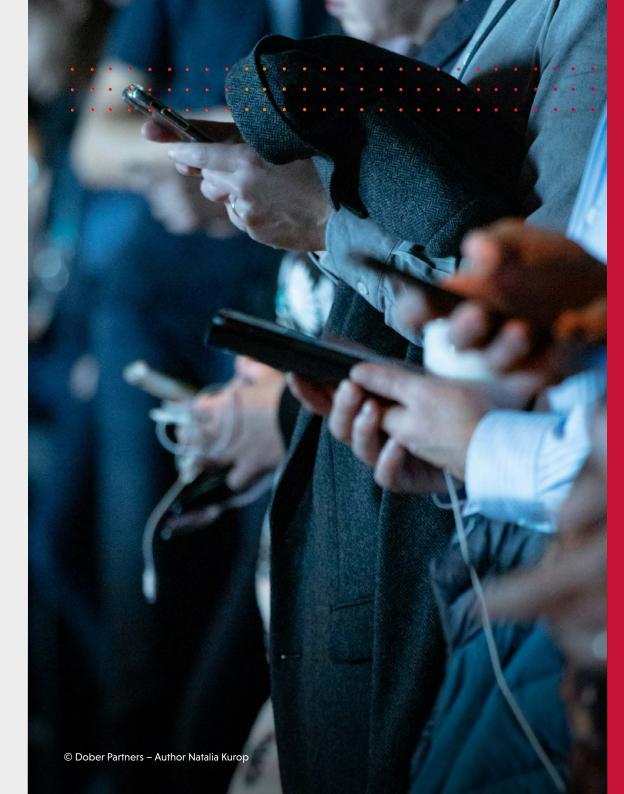
- A minimum of five years' work experience in a highly professional international environment, and critically with some experience of having worked with major multi-national companies ideally within the alcohol &/or food sectors;
- Native level written and spoken English is absolutely essential;
- Passionate about current affairs, international politics and the role and responsibilities of business in a fast-changing society.

Profile of the ideal candidates:

- A multicultural profile and open personality;
- Service-minded, reliable and high attention to detail;
- Excellent analytical, written and oral communication skills;
- Strong advocacy skills and ability to speak in public;
- Ability to work autonomously and as part of a team but take responsibility for projects and drive them forward;

WFA offers:

- A highly competitive salary and benefits package commensurate with level of experience;
- The opportunity to join a young, dynamic and outgoing team;
- A stimulating and fun international work environment in a fastgrowing global organisation;
- A chance to help shape the future role of marketing communications in society.



If you wish to apply for this exciting position, please send your CV and motivation letter to the Executive Search team at Dober Partners (contacts below).

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