



— **Digital 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, and Singapore, 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-for-profit 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 Digital Policy Manager.



What You'll Do

The Digital Policy Manager will lead the work of the WFA policy team on digital policy issues impacting online advertising. These will focus on files relating to data protection and privacy, platform regulation, digital fairness, AI and influencer marketing.

The successful candidate will play a central role in shaping the future of marketing and digital policy, both in Brussels and on the global stage. They will drive WFA's outreach and advocacy efforts, ensuring that fast-moving regulatory developments are translated into clear, actionable insights for senior representatives of the world's largest brands.

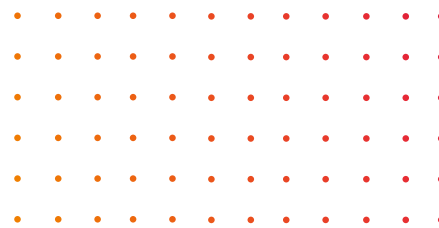


Key Responsibilities:

- Lead WFA's policy work on key digital files, including GDPR, platform regulation, digital fairness, AI, and influencer marketing;
- Analyse EU and international digital policy developments, assessing their implications for advertisers and brand owners;
- Provide strategic advice and actionable insights to senior company representatives;
- Coordinate and lead two core member forums: the EU-focused Policy Action Group and the global Privacy & Tech Forum, and support the global AI Community;
- Represent WFA at high-level policy and industry events, engaging credibly with EU institutions, regulators, online platforms, industry partners, and civil society stakeholders;
- Develop and deliver impactful advocacy strategies that reflect members' priorities;
- Contribute to the development of credible industry standards on digital issues (e.g. influencer marketing, data ethics, AI), aligning corporate practices with evolving societal and regulatory expectations;
- Collaborate with colleagues on cross-cutting policy issues beyond digital, ensuring a varied and dynamic workload.

Role requirements:

- Minimum of five years' work experience in a highly professional international environment, and ideally with some experience of having worked with multi-national companies, EU institution or trade association;
- Ability to monitor, interpret and explain complex legislative and regulatory developments to non-specialist audiences;
- Passionate about current affairs, international politics and the role and responsibilities of business in a fast-changing society.
- Familiarity with key EU digital policy files (e.g. GDPR, upcoming Digital Fairness Act, DSA and DMA) is a strong asset;
- Native-level proficiency in both written and spoken English is required.



Profile of the ideal candidate:

- 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 the confidence to represent the organisation in public forums;
- Able to work autonomously as well as collaboratively, with the ability to take ownership of projects and drive them forward;
- Flexibility to adapt to evolving priorities in a fast-paced policy environment.

WFA offers:

- Hybrid working environment;
- Team building away day;
- Enhanced statutory holiday entitlement;
- A stimulating work environment in a fast-growing global organisation;
- The opportunity to join a dynamic and collaborative team;
- A chance to help shape the future role of marketing communications in society;
- A culture that values initiative and experimentation.

Recruitment Process



The Executive Search firm Dober Partners has been retained to support the WFA to select a shortlist of prospective candidates against the criteria set out in this document. If you wish to apply for this exciting position, please send your CV and 1 page motivation letter to the Dober Partners Search team below, as soon as possible:

Natalia Kurop

M: +32 488 945 579

→ natalia@doberpartners.com

Mark Dober

M: +32 477 950 466

→ mark@doberpartners.com

www.doberpartners.com



Dober Partners
Executive Search
& Consultancy