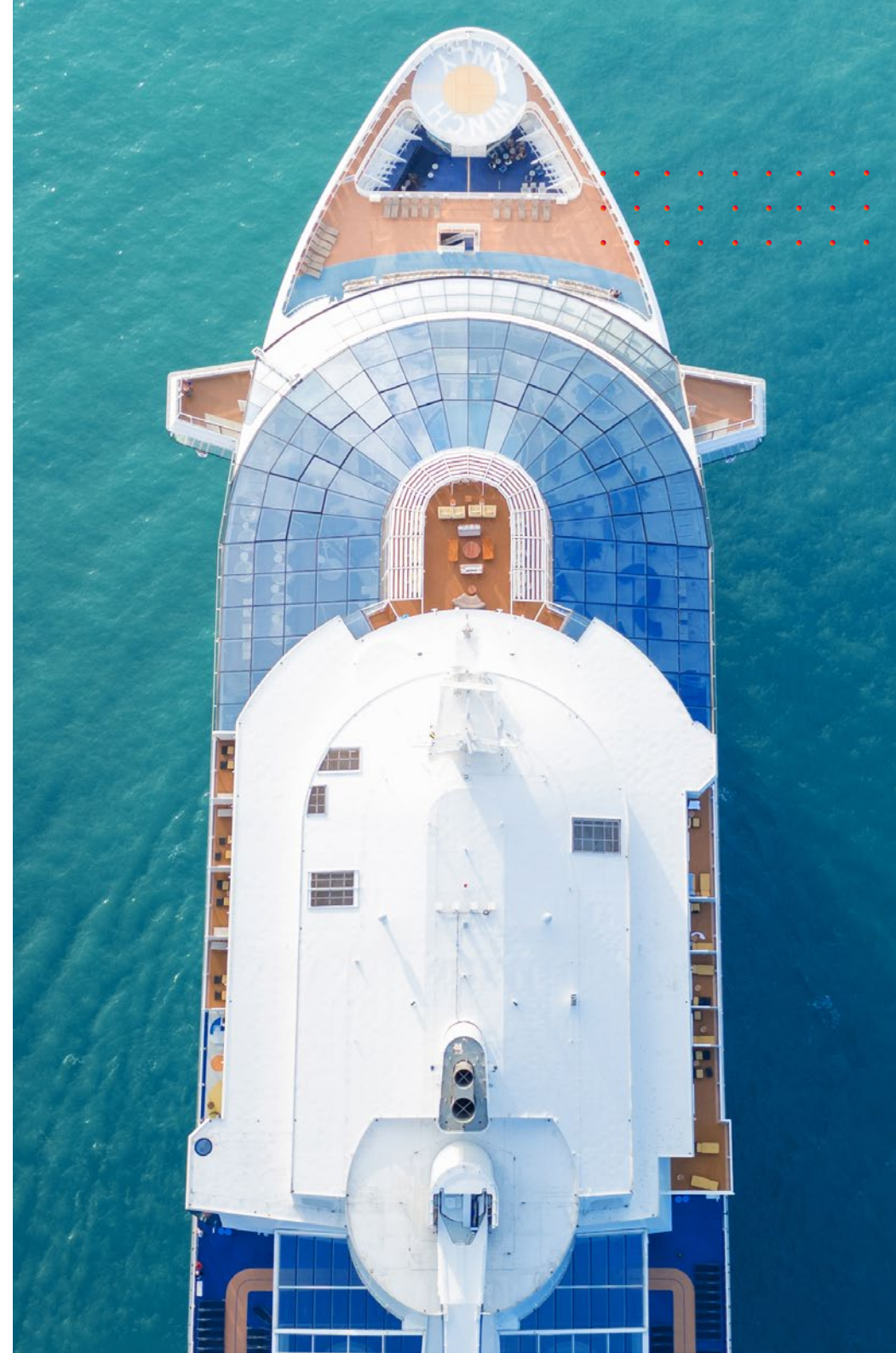


— **Senior Director,
Strategic Communications**
Cruise Lines International
Association (CLIA)



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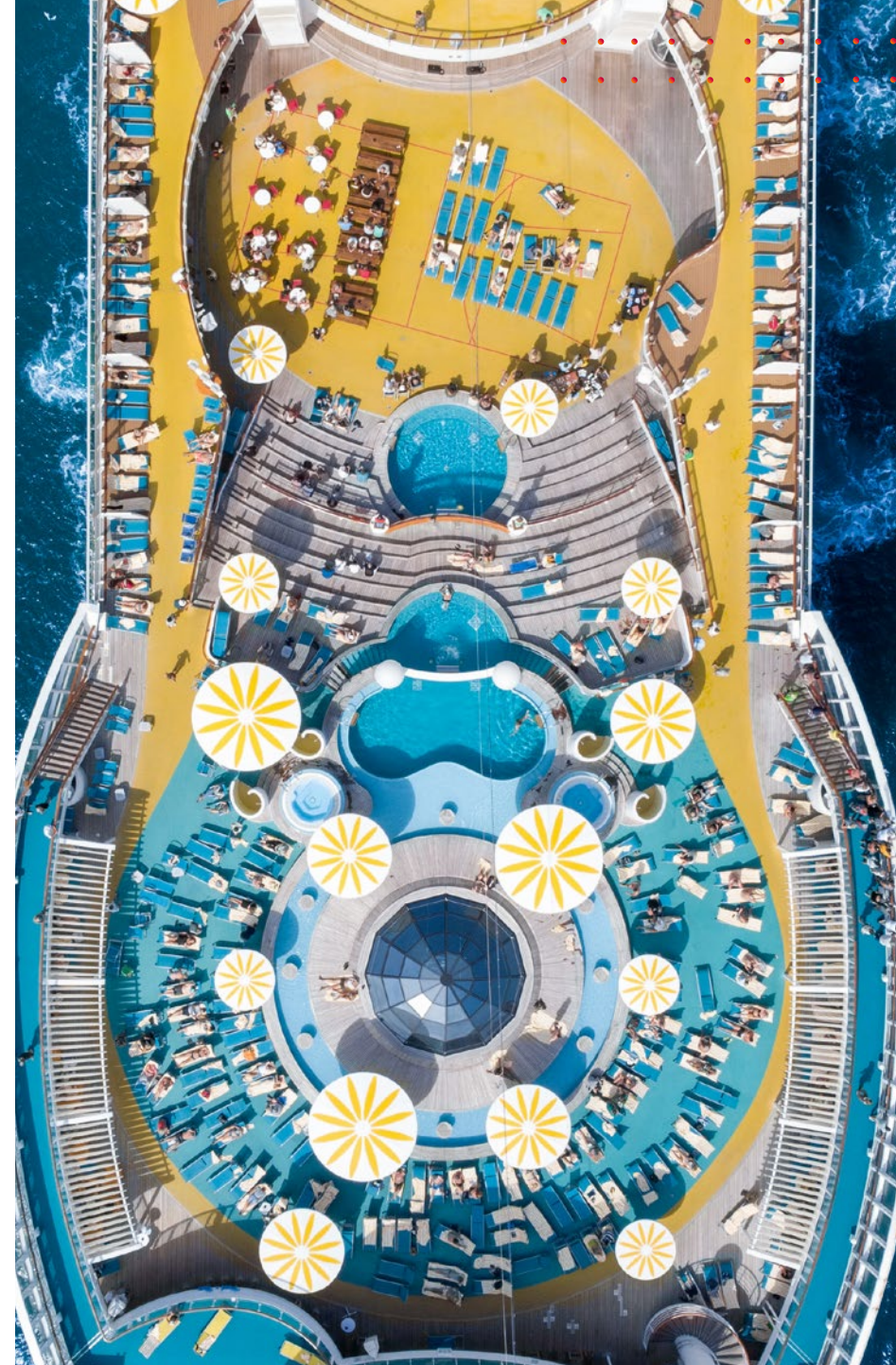


About CLIA

CLIA is the world's largest cruise industry trade association, providing a unified voice and serving as the leading authority of the global cruise community. On behalf of its members, affiliates, and partners, the organization supports policies and practices that foster a secure, healthy, and sustainable cruise environment, promoting positive travel experiences for more than 30 million passengers each year.

The CLIA community includes the world's most prestigious ocean, river, and specialty cruise lines; a highly trained and certified travel agent network; and a broad group of stakeholders including ports and destinations, ship development, suppliers, and business services. CLIA represents 95% of the world's ocean-going cruise capacity, as well as 54,000 travel agents and 15,000 of the largest travel agencies globally.

The association fosters its members' success through advocacy, education, and promotion that support the common interests of the global cruise community. It collaborates with ports and destinations on environmental and destination stewardship and invests in research and development to guide the industry on best practices that protect and preserve the waters we sail and the destinations we visit.



The Senior Director, Strategic Communications is part of the Strategic Communications team at Cruise Lines International Association. They deliver value to CLIA cruise line members by developing and executing integrated communications strategies that support and amplify CLIA's government affairs and maritime policy agenda.

The Senior Director works closely with colleagues across Europe, including national directors for various market areas, to stay informed, engaged, and contribute to policy communications plans that raise awareness. They lead communications engagement towards EU policymakers and in key cruise markets across Europe. Working with European market leaders, they will support and amplify the regulatory and legislative policy agenda and industry issues important to CLIA member cruise lines and the wider cruise community.

The Senior Director reports to the SVP, Strategic Communications (based in Washington, DC) and plays an integral role within the Strategic Communications team. They ensure that communications efforts are locally relevant and strategically aligned with global messaging priorities. This alignment supports consistent reputation outcomes and reinforces CLIA's role as a trusted, authoritative voice for responsible cruise operations.

This position manages designated communications projects and initiatives in coordination with policy leads and national directors. It also oversees agency relationships and ensures external communications are fact-based, policy-aligned, and supportive of CLIA's global strategic pillars.

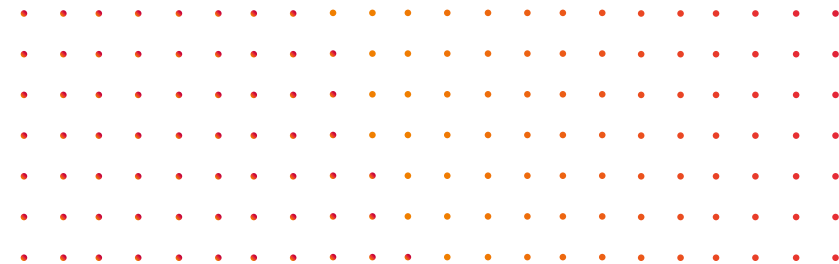


Main Responsibilities

- Each of the following responsibilities is carried out in collaboration with the global communications team and coordinated, where relevant, with European national directors by market.
- Develop and implement strategic communications plans that support the policy and advocacy priorities defined by CLIA's Government Affairs and Maritime Policy teams.
- Serve as the European communications lead within the global network, ensuring alignment across campaigns, media engagement, and messaging.
- Provide strategic input on communications approaches that build credibility and trust among policymakers, stakeholders, and the public.
- Execute media relations strategies and engagement in Europe, including proactive outreach and reactive response, ensuring consistent and accurate representation of CLIA's positions.
- Build and maintain relationships with key journalists and influencers across European maritime, transport, and tourism media.
- Prepare media materials, Q&As, backgrounders, statements, and op-eds, ensuring consistency with CLIA's global communications framework.
- Support delivery of regional campaigns (e.g., sustainability, tourism impact, innovation) as part of the global framework that advances CLIA's policy and reputation goals.
- Collaborate with digital and social media leads on content for European channels (web, social, newsletters), ensuring consistency with global messages and data.
- Develop speeches, presentations, and briefing materials for CLIA executives and member leadership for use at European events.

Required Skills and Competences

- Outstanding verbal and written communication skills in English; proficiency in another European language preferred.
- Strong interpersonal skills and service mindset.
- Excellent organizational skills and attention to detail.
- Exceptional time management skills with a proven ability to meet deadlines.
- Analytical and problem-solving mindset.
- Ability to prioritize tasks effectively.
- Thrives in a fast-paced, high-pressure environment.
- Demonstrated ability to work cross-functionally within an international organization.
- High level of initiative, diplomacy, and precision.



What You'll Do

Education and Experience

- Bachelor's degree in communications, journalism, or a related field (master's preferred).
- 10+ years of experience in strategic communications, preferably in the maritime, transport, or tourism sectors.
- Proven track record in developing and executing integrated communications strategies aligned with policy objectives.
- Strong media relations experience across multiple European markets.
- Experience managing complex projects and external agencies in a matrixed environment.

EEO Statement

CLIA provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected under Belgian employment law.



Recruitment Process



If you wish to apply for this position, please send your CV and motivation letter to the Dober Partners' CLIA search team below.

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