



— **Head of Public Affairs**  
Reusable Packaging Europe



.....  
.....  
.....  
.....

**03 About Reusable Packaging Europe**

**04 What You'll Do**

**06 Recruitment Process**

.....  
.....  
.....  
.....



Reusable Packaging Europe (RPE) represents the interests of companies active in the area of reusable transport packaging systems, primarily Reusable Packaging Containers (RPCs) and Reusable Pallets, towards the European Union. RPE members operate over 900 sites across all 27 EU member states.

RPE members are leaders in the circular economy. Reusable transport packaging (RTP) is a proven sustainable business model that has been operating for decades as a solution in the logistical supply chain for the transport of products in the EU. The transport packaging pooling business offers significant environmental benefits, including reduced waste generation, lower consumption of natural resources.

### RPE's mission and policy goals

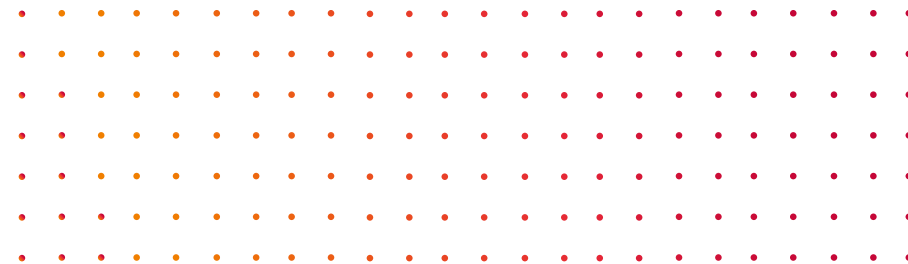
It is RPE's mission to promote reusable packaging as a circular service:

- Towards the European stakeholder landscape;
- As the most efficient and sustainable solution for transport packaging;
- By combining innovative pooling models and reusable transport packaging;
- Driving a waste-free and circular economy.

RPE believes a truly circular economy demands real progress in reuse, recycling, efficiency, and waste prevention. Reusable Transport Packaging (RTP) systems deliver on all fronts. They are commercially scaled and consistently outperform single-use alternatives, both economically and environmentally. Yet RTP adoption remains under-leveraged not due to market failure, but because EU policy and outdated supply chain arrangements continue to favour single-use models.

Despite its proven environmental and economic benefits, RTP remains underused not due to feasibility, but due to outdated systems and a lack of regulatory support. This must change. A harmonised, forward-looking legislative framework that prioritises reuse is not only environmentally sound, but also a strategic imperative for Europe's competitiveness, resilience, and innovation.

Europe is at a pivotal moment in its circular transition. While the Packaging and Packaging Waste Regulation (PPWR) lays a strong foundation, the upcoming Circular Economy Act must go further, placing reuse, at the centre of EU policy. RTP is not just a sustainable option, it is a proven solution with clear benefits in efficiency, waste reduction, food preservation, and long-term economic value.



# What You'll Do

This role places you at the intersection of EU sustainability policy and commercial innovation – advocating for an industry with a proven, scalable impact. You'll have real strategic ownership, direct access to EU institutions, and the opportunity to shape one of Europe's most important circular economy transitions.

RPE offers a collegial, mission-driven environment with flexibility and the resources of an experienced external partner to support your work.

RPE is looking for a new Head of Public Affairs to be responsible for the elaboration and execution of RPE's advocacy programme and act as the voice of the industry towards EU policy makers. This is a high-impact senior role for someone who combines deep EU policy expertise with the gravitas to represent an industry at the highest levels of EU institutional engagement.



## Your responsibilities

- Policy leadership: Own RPE's advocacy output end-to-end
  - Acting as the principal author of RPE's advocacy output, drafting and signing off strategy papers, position papers, consultation responses, briefings and messaging.
- Political representation: Serve as RPE 's lead representative, voice and face in engagement with EU Institutions
  - European Commission, European Parliament, Member States/Permanent Representations -across meetings, events and stakeholder outreach.
- Strategic agenda setting: Assume strategic control and ownership of RPE's public affairs agenda, directing internal workflow, structuring input from members, ensuring timely, high-quality delivery across all advocacy activities.
- Coalition building: Convene and align member positions to build clear, unified positions; Build constructive relationships with peer associations and other stakeholders in the sustainability and circular economy space.
- Work with Publyon on process and admin support: Leverage RPE's external partner for logistics and workflow management (scheduling, meeting organisation, tracking, document circulation and follow-ups), while retaining full ownership of content and policy positions.

## Your profile

### Experience & Expertise

- 10+ years of relevant experience in public affairs, advocacy or policy roles within a business, consultancy, or EU institution.
- Demonstrated expertise in environment or circular economy policy. Packaging sector policy knowledge a plus.
- Experience managing or developing alliances across the value chain and engaging constructively with NGOs, think tanks, and peer associations.
- Strong member management and facilitation skills with a solid ability to manage committees/working groups, build consensus across diverse member interests, and operate with discretion and diplomacy.
- Confident external representative, experienced in public speaking, media messaging, and issues/ crisis management on sensitive dossiers.
- Politically astute with strategic and strong conceptual thinking capabilities - able to translate complex policy landscapes into clear advocacy positions.
- A university degree in a relevant field is required; a master's degree is preferred.
- Outstanding written and spoken communication skills in English and ideally other European languages.



# 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 help recruit a new Head of Public Affairs together with the leadership of RPE.

**To apply please send a motivation letter and a copy of your CV to:**

**Natalia Kurop**

M: +32 488 945 579

→ [natalia@doberpartners.com](mailto:natalia@doberpartners.com)

**Mark Dober**

M: +32 477 950 466

→ [mark@doberpartners.com](mailto:mark@doberpartners.com)

**[www.doberpartners.com](http://www.doberpartners.com)**



**Dober Partners**  
Executive Search  
& Consultancy