



Job Description - EMSP Community Manager

Job Title:	EMSP Community Manager
Reports to:	EMSP CEO
Location:	EMSP, Rue Auguste Lambotte 144/8 B-1030, Brussels

We are looking for a qualified Community Manager to join our team. If you are a tech-savvy professional, have experience in community building and engagement, social media, PR and promotional events, we would like to meet you!

Our ideal candidate has exceptional oral and written communication skills with an ability to develop engaging content. You should be a ‘people person’ (friendly, enjoy meeting new people and talking with them), with great user service skills and the ability to moderate online and offline conversations with our community.

Ultimately, you should be able to act as the face and voice of the organisation and manage all community communications.

Background

The **European Multiple Sclerosis Platform** (EMSP) was founded in 1989 as an umbrella organisation of 21 national MS societies. Today we are the voice of over 1,000,000 people with MS in 41 national MS societies from 37 European countries. EMSP represents their interests at European level and works collectively with members to achieve our common goals of high-quality equitable treatment and support for all people with MS throughout Europe.



secretariat@emsp.org



emsp.org

144/8 rue Auguste Lambotte
B-1030 Brussels | Belgium

+32 2 307 36 22



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Purpose of the Role

- Setting and implementing an engagement strategy through social media and communication campaigns to align with EMSP outreach strategies.
- Providing engaging text, image and video content for social media accounts for EMSP projects: MS Nurse PRO and the Young People's Network.
- Responding to comments and individual's queries in a timely manner.
- Ensuring close communication between EMSP and the MS Nurse PRO and YPN projects by conveying the key advocacy messages to the communities and collecting their feedback.
- Ensuring the engagement of both the Young People's and MS nurse community in the EMSP campaigns.

Key areas of Responsibilities

Leading EMSP's MS Nurse PROfessional project engagement activities including communications and promotional activities:

The Community Manager will work with the MS Nurse PRO project team and report on this activity to the MS Nurse PRO project Coordinator.

- ✓ Set the Community management strategy and communication campaigns to align with the project engagement strategies
- ✓ Develop a content plan and create engaging content for all platforms, including text, image, blog pieces, articles, social media posts, newsletters, and videos.
- ✓ Exemplify the brand voice and tone in all community interactions by participating in real-time conversations that surround the content and the brand working with the MS Nurse PRO Project Coordinator, Communications and Campaigns Officers.
- ✓ Activate brand advocates and influencer brand strategies to drive engagement and brand awareness
- ✓ Capturing feedback and insights from the community to ensure we are always improving the project and user experience
- ✓ Act as liaison to Community Support: manage the [info\(at\)msnurespro.org](mailto:info(at)msnurespro.org) mail account and address the community's needs in liaison with the Scientific and Project Coordinators
- ✓ Relay community feedback internally to the Project Coordinator



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- ✓ Monitor and report on feedback and online reviews; analyse e-platform statistics and relevant community metrics
- ✓ Organize and participate in national gatekeeping events to build community and boost MS Nurse PRO awareness in liaison with EMSP member organisations and other relevant stakeholders and community building events with the MS nurse community
- ✓ Liaise with the Scientific Coordinator and Project Coordinator to stay updated on new developments of the training curriculum and platform features
- ✓ Build relationships with the programme users, potential users and potential promotional partners
- ✓ Stay up to date with digital technology trends to ensure that the MS Nurse PRO website and features remain attractive and engaging
- ✓ Contribute to the further strategic development of the Community

Leading EMSP's Young People's Network Community Management strategy:

The Community Manager will work with the Young People's Network project team and report on this activity to the Campaigning Officer.

- ✓ Set and implement social media and communication campaigns to align with outreach and engagement strategies for the Young People's Network activities with the Young People's network Coordinator/ Campaign Officer and EMSP Communications Coordinator
- ✓ Exemplify the brand voice and tone in all community interactions by participating in real-time conversations that surround the content and the brand
- ✓ Activate brand advocates and influencer brand strategies to drive engagement and brand awareness
- ✓ Provide engaging text, image and video content for social media accounts with the Young People's Network
- ✓ Respond to comments and users' queries in a timely manner in liaison with the Campaigns Officer and the Young people's representative on EMSP Executive Committee and engage with the online community
- ✓ Capturing feedback and insights from the community to ensure we are improving our projects



- ✓ Manage external creative contractors for campaigns
- ✓ Brainstorm with the Communications and Campaigning Coordinators and quick-turn social opportunities
- ✓ Maintain an accurate and current content calendar
- ✓ Manage and organize content and assets
- ✓ Proactively flag opportunities for the YPN and escalate issues as needed in a timely matter; Liaise with EMSP Projects coordinators, EMSP members and partners to stay updated on new developments and further develop engagement of young people with the MS movement
- ✓ Monitor, report and drive key community engagement performance metrics & KPIs
- ✓ Work with strategy and analytics to provide learnings and recommendations based on current trends in the community and industry
- ✓ Developing brand partnerships and managing expert content and expert virtual meetups
- ✓ Maintain and improve workflows and processes for community management
- ✓ Organize and participate in events to build community and boost the engagement of young people in campaigning and awareness raising actions in line with the EMSP work plan
- ✓ Build relationships with the Young People's network, potential MSers, industry partners and potential other partners that could support the initiative
- ✓ Stay up to date with digital technology trends to ensure that the Young People's Network and features remain attractive and engaging
- ✓ Attending YPN events

Profile of the Candidate

Required

- At least two years proven experience managing social media platforms including Facebook, Instagram, LinkedIn, Twitter, and YouTube
- Experience launching community initiatives (e.g. building an online forum, launching an ambassador program, creating an event series and writing an email newsletter)
- Proven track record in building impactful digital campaigns



- Ability to identify and track relevant community metrics
- Excellent verbal communication skills in English (additional languages are an asset)
- Excellent writing skills in English (additional languages are an asset)
- ‘Hands on’ experience with social media management for brands/organisations
- Ability to interpret website traffic and online customer engagement metrics
- Knowledge of online marketing and marketing channels
- Experience with marketing automation tools (Buffer, Hootsuite, MailChimp, coSchedule)
- The candidate also must have excellent organizational skills, attention to detail and the ability to adapt to new conditions, assignments and deadlines in a fast-paced environment.

Desirable

- A degree in communication, English, journalism, marketing or related field
- Knowledge and experience of how a membership-based NGO operates
- Demonstrable experience of working under pressure and to tight deadlines
- Team player, creative with a structured approach. Willingness to go the extra mile and embrace new ideas

EMSP is an equal opportunities employer

What do we offer

- Salary: Between 2,400 – 2,800EUR monthly gross salary, depending on experience.
- Term of appointment: Open-ended employment contract
- Hours of work: 38 hours per week
- Other benefits: Package including lunch vouchers, transportation costs and pension insurance



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Up for the challenge?

Please send a **cover letter and a CV in English**, as follows:

- ❖ To: office.manager@emsp.org
- ❖ Att: Cristina Munteanu
- ❖ E-mail subject: "HR: Community Manager_Name Surname"

Deadline to submit your application: 31st of May 2021 CEST.

Only shortlisted candidates will be contacted.