



JOB OFFER

Digital Marketing & Communication Officer

Application submission deadline: 14/04/2023
Place of employment: Brussels
Availability: a soon as possible
Contract: indefinite duration

Organisation

Vétérinaires Sans Frontières Belgium (VSF-B) helps family livestock farmers to practise ecologically responsible livestock farming in 9 African countries (Benin, Burkina Faso, Mali, Mauritania, Niger, Burundi, DR Congo, Uganda and Rwanda). With training, equipment and medicines, we work with them to keep their animals and their environment healthy and allow people to live in dignity.

Following the principles of One Health, we provide answers to today's most essential health issues. Our special focus on the sustainable management of biodiversity and ecosystem health, lowers the risk of wildlife diseases spreading to humans and livestock. This is how we help prevent pandemics such as COVID-19 or Ebola. In Belgium, we inform and raise awareness around sustainable food production and consumption in the fight against climate change and pandemics.

VSF-B directly employs around 150 people in our project countries and 22 staff at our headquarters in Brussels.

VSF-B is a member of the international non-profit organisation Vétérinaires Sans Frontières International.

Context and role

Do you fancy using your digital & communication skills to help get our message out and raise funds for meaningful projects?

Would you like to further develop your skills in a position with a lot of autonomy and communicate about our work and the results we achieve in our African project countries?

As Digital Marketing & Communication Officer, you will be responsible within the communication department (7 employees) **for the development and optimisation of online fundraising and merchandising, the news section of the website, blogs, e-newsletters and the audiovisual support of the website.** In this way, you will work through digital channels to increase our income and brand awareness in Belgium.

You are **ultimately responsible for Dutch-language editorial work** (editing and proofreading) and **manage the website & various digital social media channels.** You can count on the support of your colleagues for content delivery and on the advice of an external agency for digital marketing.



Responsibilities

- **Website management www.dierenartsenzondergrenzen.be**
Optimising, developing and updating content of the website; maximising the number of visitors and analysing web statistics, developing the concept for a new website in the medium term; acting as final responsible for Dutch-language offline and online editorial work (writing articles and posts, editing & proofreading).
- **Managing digital marketing campaigns** (in collaboration with an external agency) and monitoring and analysing results.
- **Managing social media channels and community management**
- **Develop and implement social media strategy and action plan** to reach our objectives and target audiences; manage all social media; community management (integrate into existing communities, respond to social media posts, interact with readers etc); create engaging multimedia content on various platforms (storytelling,...); developing creative social media campaigns and contests; identifying & engaging influencers; social listening & audience research; monitoring, analysing & reporting on our performance on social media platforms and making recommendations to increase performance; staying abreast of best practices, new technologies and latest trends related to social media.
- **Managing e-newsletters**
Set up and manage a schedule; develop and manage the database on Campaign Monitor; develop and implement a segmentation strategy (in cooperation with an external agency); monitor and analyse newsletter results and formulate recommendations.

Profile

Training

- Higher degree in communication and/or digital marketing or post-graduate degree in Communication, Media, Design or in Digital Marketing Communication or Business & Digital;
- Very good level of Dutch with good knowledge of French and English.

Knowledge & experience

- Minimum 3 years' experience in digital marketing & communications;
- Extensive knowledge of the social media landscape;
- Knowledge of managing professional accounts on Facebook, Instagram, LinkedIn, YouTube and Twitter and keeping up with the latest developments;
- Knowledge and or experience with Campaign Monitor is a plus;
- Experience with WordPress & Adobe Creative Cloud programmes is a plus.

Skills

- Excellent written communication skills;
- Excellent command of standard IT/computer skills;
- Ability to work with key digital marketing tools (Google Analytics, Google Ads, Google Tag Manager, Facebook ads, Mailchimp, etc.).

Vétérinaires
Sans Frontières
Dierenartsen
Zonder Grenzen



Attitudes

- Sharing the values (respect, transparency and sustainability), vision and mission of Vétérinaires Sans Frontières Belgium;
- Having a certain ease in communicating with teams;
- Being a model of trust and integrity;
- Motivated to work in the humanitarian & development sector and for VSF-B.

Our offer

Vétérinaires Sans Frontières Belgium is a learning organisation. We are a close-knit and committed team that puts quality first in our mission, work and values.

VSF-B offers a stimulating, international working environment with plenty of room for creativity and innovative ideas. We offer a full-time, open-ended contract with a competitive remuneration package within the industry, with additional fringe benefits.

We strive for a good work-life balance for our employees.

How to apply?

Please email your cover letter, curriculum vitae and the contact details of three references to hr@vsf-belgium.org by 14/04/2023 at the latest, with "Digital Marketing & Communication Officer" in the subject line.

More information: www.dierenartsenzondergrenzen.be