



Marketing & Communications Officer, Brussels

We are recruiting a new team member to take the lead on our marketing and communications activities.

EDFI – the Association of European Development Finance Institutions – promotes the work of 15 bilateral development finance institutions that invest in the private sector in emerging and frontier markets to create jobs, boost growth and fight poverty. DFIs invest in financial services, clean energy, industry and many other sectors in 100-plus countries. At the end of 2015, the combined portfolio of EDFI members was €36 billion in 4,038 projects.

The European DFIs have grown significantly, tripling their combined portfolio over the past 10 years, and they play a key role in private sector development and mobilising private capital into emerging and frontier markets. The DFIs are expected by their government owners to be decisive instruments in reaching the Sustainable Development Goals by 2030. EDFI is expected to play an important role in helping members respond to these demands. EDFI has also established a new Management Company which already manages ElectriFI, an EU-funded energy investment facility.

The addition of the Marketing & Communications Officer (MCO) to our team in Brussels will be a key step in strengthening EDFI. The MCO will drive EDFI's own marketing and communications and will also collaborate with professionals in the EDFI member institutions.

Responsibilities:

Reporting directly to the General Manager, the MCO will be part of a small cross-functional team and will have the lead in driving and delivering EDFI's marketing and communications activities. Key areas of responsibility include:

- Translating EDFI business goals into marketing strategies and communication plans
- Developing and managing EDFI brand and visual identity
- Developing and executing communications channels, including website, newsletter, social media
- Developing and executing marketing tools, including brochures, presentations, publications
- Organising EDFI events and training courses
- Drafting public statements and handling media enquiries
- Managing projects and contracts with external service agencies

Profile:

We are looking for an excellent communicator who can take on tasks directly as well as contribute to our strategic planning. We will emphasise the following qualifications:

- Higher education degree in relevant field with good achievement
- At least three years of experience in corporate communications and/or marketing role, preferably in Comms/PA agency, financial services or government
- Analytical, with the ability to think strategically and tactically
- Proven experience creating high-quality communications materials in print, digital, online
- Proven experience using different communications techniques and channels to deliver messages, including experience in managing website and social media content
- Results-oriented with excellent personal organisation and project management skills
- Strong interpersonal skills with the ability to work in teams and relate to stakeholders
- Excellent English oral and written communication skills; good eye for detail

How to apply:

Interested candidates who fulfil the requirements should address their application (CV + Cover Letter) with the subject line "EDFI position: Marketing & Communications Officer" to edfi@edfi.eu **by latest February 28, 2017**. We encourage candidates to apply as soon as possible as we will review applications as we receive them.