



YOUNG PROFESSIONALS IN FOREIGN POLICY

Job Title: Social Media Officer

About YFPF: Young Professionals in Foreign Policy (YFPF) fosters the next generation of foreign policy leaders by providing its members with the knowledge, skills, exposure, and relationships to tackle critical global challenges over the course of their careers. YFPF is a dynamic, global, nonpartisan, nonprofit organization with more than 10,000 selected members around the world who work in all fields of international affairs. It was established in 2004, and is headquartered in Washington, DC, with branches in Brussels, London, Tokyo, and New York.

Position Description: We are seeking a talented and highly motivated Social Media Officer to join our dynamic team. The successful candidate will be responsible for developing and implementing our social media strategy, in order to increase our online presence, improve our brand visibility, and generate more leads that will convert into customers. This position requires approximately 10 hours per week and successful candidates will be able to make at least a one-year commitment to the role.

The Team: The Communications and Marketing team is composed of volunteer staff who manage the communication management of YFPF Brussels, including branding, visual identity, creative design, public relations, events promotion and social media. The team addresses the operational internal and day-to-day external communication needs of the organization and the long-term, global strategy.

Key Roles and Responsibilities:

- Work alongside YFPF Brussels staff and members to brainstorm ideas on content;
- Contribute new ideas on how to increase the profile of YFPF Brussels;
- Take on creative, ad-hoc projects within the Communications and Marketing team;
- Management of the YFPF Brussels social media accounts, including engagement with external stakeholders and members;
- Assist in the planning and implementation of the branch's social media strategy to build followers and fans;
- Support strategic vision for YFPF Brussels communications and marketing activities;
- Provide reporting on progress toward communications objectives and short, medium, and long-term strategic goals;
- Collaborate with senior leaders across all teams to ensure that YFPF events, initiatives, and membership benefits are promoted effectively;
- Utilizes social media, such as Instagram, Twitter, Facebook, LinkedIn, and other emerging media platforms to engage existing members and attract new members.



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Desired Skills and Experience:

- Excellent project management skills;
- Attention to detail to ensure quality products are delivered on various outlets;
- Positive, can-do attitude with an openness to effectively serving other teams;
- Eagerness to work with others and generate new, creative ideas;
- Experience and/or interest in social media, digital marketing, graphic design, and/or branding;
- Interest in and comfortable with using social/new media and technology applications.

Eligibility and Selection:

- Understanding of Communications & Marketing tools;
- Be self-motivated, well organized and able to work efficiently and autonomously;
- Required to commit to twelve months or more as a staff volunteer;
- Ability to respond to emails and messages in a timely manner;
- Good knowledge of global affairs;
- Ability to commit around 5-10 hours per week (excluding attendance at communications team meetings, all-hands meetings, and other events);
- Home internet access;
- Live in Brussels, Belgium;
- Position is unpaid and part-time.

Please note that the YFPF members must be dues-paying members. You are not required to be a member to apply, but you must confirm your membership to be accepted for the position.

Applications will be reviewed on a rolling basis.

To apply, please email a short cover letter and your up-to-date CV to YFPF Brussels Communications & Marketing Director, Laura Ponikelska, (laura.ponikelska@ypfp.org) and Deputy Director of Communications & Marketing, Fabio Almada (fabio.almada@ypfp.org).