Communication & PR Director

JOB DESCRIPTION

EDANA is a dynamic international trade association, unifying the diversified interests of some 320 member companies across EMEA. The association represents and promotes the common interests of nonwovens and their related industries in over 35 countries worldwide. Nonwovens are versatile fabrics used in a diverse range of applications ranging from absorbent hygiene products, filtration, wipes and medical equipment to automotive interiors, and civil engineering.

Your Mission:

Be responsible for the Communications and Public Relations - for both internal and external outreach- about the industry and products EDANA represents, help the EDANA team keep member companies informed of developments and initiatives impacting their business, and disseminate accordingly relevant messages to stakeholders.

Job tasks:

- Design communication plan, propose timeline and appropriated channels for release of content and messages.
- Work with the whole EDANA team to heighten the visibility of positive information on the safety and benefits of nonwoven-related products.
- Help administer relevant member working groups and participate in the organisation of EDANA workshops and events as part of an international staff of 15.
- In cooperation with the External Relations Department, establish ongoing effective networks with stakeholders such as associations, NGOs, governmental bodies etc.
- Together with the in-house experts, serve as a resource for EDANA members in issue management and/or crisis communication relating to the industry’s product stewardship.
- Exercise creativity and initiative in developing EDANA news releases and any type of communication enhancing the image of the industry and its association.
- Editor of the newsletter (3 issues).
- In cooperation with the marketing department preparation of the E-news (bimonthly).
- Serve as primary point of contact for all media enquiries.
- Serve as a credible spokesperson for EDANA and the industry on relevant issues.
- Copywriting and proofreading of all written communications, as required by the team, such as press releases, brochures, white papers, position papers etc.
**Background and requirements**

- Master degree or equivalent in relevant areas
- 8 years of experience in industry, government or non-governmental organisations setting in a communications position. Experience in manufacturing industries, fast-moving consumer goods or similar sectors would be an asset.
- English mother tongue or equivalent.
- Excellent written communication and oral presentation skills, in English, incl. strong writing, editing, proofreading.
- Professional working proficiency in French is a plus. Additional European or Asian languages is an asset.
- Understanding on layout/design, professional printing/publishing.
- Ability to multi-task and work in collegial, fast-paced, fluid environment as a team player with other staff and with member company representatives.
- Excellent organizer/planner, with superior project and time management skills.
- Relevant experience in EU.

**Reporting line:** General Manager

**Location:** Brussels-based position

**Contract:** full-time permanent contract (CDI) employment status in Belgium, subject to Belgium taxation and social security only. Candidate should provide a permanent address and permit to work in Belgium to finalise the contract.

**No:** freelance/consultancy contract and/or expat status.

Qualified applicants wishing to be considered should send CV and references from previous employer to the following e-mail:

recruitment@edana.org

*We wish to thank all candidates who will apply at EDANA and apologise to them as we cannot reply to all applicants. Due to the high number of CV which we receive.*

*Thank you for your understanding.*