



## Communications Manager

**If you are passionate about communications, creativity, and making a meaningful impact. If you enjoy working in an international environment and working within a team, we are looking forward to hearing from you!**

### The role

You will play a pivotal role in shaping the short- and long-term communication strategy of the association and its implementation. The role will also offer you a unique opportunity to leverage your creativity in designing compelling graphics, developing impactful graphics and campaigns as well as creating engaging content for SBS's website and social media platforms (Twitter, LinkedIn).

You will also have access to a strong network of other communications professionals within our membership, facilitating the exchange and collaborative development of best practices.

### Key responsibilities

- Defining and implementing a forward-thinking SBS communication strategy to effectively convey the association's mission, initiatives and impact together with the Secretary General;
- Overall responsibility for the planning and organisation of specific SBS campaigns such as [Meeting Standards](#) and other online and in-person SBS events, conferences and workshops;
- Responsible for producing appealing graphics, messages and multimedia content and the dissemination of this content through different communication channels such as the SBS website, newsletters, social media, press releases, publications, etc;
- Establishing contacts with media and other relevant stakeholders for the communication of SBS positions and content and keeping accurate and up to date mailing and dissemination lists;
- Overseeing the design, and maintenance and managing the content of our website, social media channels and other online platforms ensuring consistency, and alignment with the objectives and mission of the association and engaging content that resonates with our target audiences;
- Creating internal communications protocols and procedures;
- Overseeing the creation of communications materials and ensuring they are consistent with the organisation's communication strategy, including SBS Annual and Experts reports.

### Profile

The candidate should have:

- At least 5 years proven working experience in communications and in developing and executing successful communication strategies;

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- Excellent writing, proofreading and editing skills in English (native or equivalent) with the ability to develop compelling narratives across different media;
- Strong experience with social media management and analytics tools and other communication tools (website content management tools, CRM, Mailchimp);
- Experience developing appealing visuals and graphic design materials using various softwares;
- Experience with video editing;
- Experience organizing events, both in-person and online formats;
- A creative and strategic mindset for planning the communications activities of the association;
- The ability to take initiatives and demonstrate pro-activeness;
- Team player with excellent interpersonal skills and experience working in a multinational environment with various colleagues and members.

### What we offer

- A permanent full-time contract (38h/week) under Belgian law;
- Competitive salary in line with experience;
- An attractive holiday package including extra -legal holidays;
- A monthly teleworking allowance and contribution to public transport;
- A medical plan that includes hospitalization, ambulatory and dental insurance;
- Group insurance;
- Meal vouchers;
- Office and teleworking flexibility to ensure balance between work and private life;
- Opportunities for training.

### Applications

Applications should be sent to the attention of Ms Maitane Olabarria, SBS Secretary General, ([info@sbs-sme.eu](mailto:info@sbs-sme.eu)) by 15 May 2024.

The application should include a CV and a cover letter of maximum 1 page outlining your suitability for the role. **Please include Communications Manager in the subject line.**

Applications will be reviewed on an ongoing basis and therefore early applications are encouraged. Please note that only shortlisted candidates will be contacted. SBS will not consider applications that are not complete.

Applicants must have the right to work in Belgium.

### About Small Business Standards

[Small Business Standards](https://www.sbs-sme.eu) (SBS) is the European organisation representing and defending Small and Medium-sized Enterprises (SMEs) in standardisation. Co-financed by the European Union and EFTA, SBS advises and supports SMEs and SME organisations across Europe on how best to influence the standardisation process at European and International level.

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