



External Communication Officer

Job tender

About Us

There is an urgent need for real change. You've felt it, we've seen it. At ECONGOOD (Economy for the Common Good), we are on a journey to make the economy serve its true purpose: a better world for a good life for everyone on a healthy planet. This is why our movement is expanding rapidly. In order to meet the new demands and expectations, both internally and externally, we are committed to professionalising our structures, teams, and processes. Our vision is clear: "Transforming the economy."

The International Federation (IF), as the legal and organisational umbrella for our entire movement, plays a crucial role in communicating our vision and activities. We are seeking an experienced storyteller to join our team and enhance our external communication efforts. This role is vital in increasing our visibility, engaging with the public, and supporting our outreach and fundraising initiatives."

We are excited to invite a passionate External Communication Officer to join us in improving our strategy, deliverables, and results. This is an exciting opportunity to make an impact by crafting compelling stories, managing our online presence, and coordinating with partners and stakeholders to maintain consistent and effective messaging. Join us in our mission to transform the economy and make a real difference in the world.

Job Overview and Mission

This position shall ensure the effective communication of activities, news, projects, tools, materials and events related to ECONGOOD and relevant at an international scope. The role will focus on growing the organisation and supporting outreach and fundraising through various communication channels. The International External Communication Officer will work closely with the International Communication Coordinator and liaise with partner organisations as well as internal stakeholders to maintain consistent and effective messaging.

A key responsibility will be to further grow ECONGOOD's social media channels and establish a strong online presence. This includes developing engaging content, managing social media accounts, and implementing strategies to increase followers and engagement across platforms.

Expected results

- Strong social media presence and growth.
- Increased awareness in the general public and media features.
- High-quality content creation and storytelling that highlights our goals, impact and activities.



- Newsworthy activities and events timely and effectively communicated to the public.
- Increased membership, volunteer engagement, fundraising, and donor contributions.
- Effective collaboration with partners and stakeholders.

Responsibilities and Duties

- Managing and growing social media and online platforms.
- Crafting compelling stories and content that highlight our initiatives and calls to action.
- Planning and executing content strategies.
- Creating and curating multimedia content for social media campaigns.
- Updating and maintaining external communications about ECONGOOD's mission and activities.
- Coordinating with partners, national associations, hubs, and local chapters.
- Expanding and managing PR mailing lists.
- Drafting and dissemination of press releases.
- Overseeing communication activities and PR efforts.
- Maintaining and updating the International Federation website to ensure accurate and current information.
- Collaborating with the International Communication Coordinator on communication initiatives and tasks.

Qualification

- **Education and Knowledge:** Background in communications and social media expertise, journalism, PR, or related fields desirable.
- **Experience:** Proven experience in running communication activities, and social media content development and management. Experience with content creation and storytelling is essential.
- **Language:** English required. Spanish or German are a plus, but not necessary.



- **Specific skills:** Strong social media and content creation skills, excellent communication and storytelling abilities, ability to plan and execute content strategies, and experience in growing social media presence.
- **Personal characteristics:** Creative, organised, detail-oriented, proactive, and strong interpersonal skills.

Working conditions

- **Contract type:** Employee of the International Federation (staff member) (Service contract or hired employee possible)
- **Hours:** 20 hours per week
- **Place:** Remote job. Some face-to-face meetings in Germany might happen and a few travels per year related to communications activities.
- **Salary:** From 1.800€ to 2.500€ (Employee) or 2.900€ to 3.200€ (Freelancer). ECONGOOD offers a just and competitive salary, calculated individually for each staff member. It includes factors such as work experience, living situation as well as place of living. Apply to learn more.
- **Benefits:** Working location, schedule flexibility, just salary model based on the Economy for the Common Good principles, 30 holiday's included (full-time equivalent for Employees), being part of an international community, non-profit, dynamic, transformable, value and purpose-driven workplace.
- **Diversity:** We are committed to creating a diverse and inclusive workplace. We welcome applicants from all backgrounds and do not discriminate based on race, gender, age, sexual orientation, religion, or disability. We strive to create an environment where everyone feels respected and valued.

Application

Send an email with your CV and a short letter stating your interest in Economy for the Common Good (ECG) or the field of real economies. Focus on relevant experience, such as a previous role where you supported organisational growth and impact through social media. Please add "Job Tender External Communications" in the subject field. Send this to sophie.gripenberg@econgood.org by **27.9.2024**.



About ECONGOOD

The ECONGOOD organisation puts into action the Economy for the Common Good model, which advocates a more ethical economic model, in which the wellbeing of people and the environment become the ultimate goal of business. The worldwide movement exists since 2010 and is based on the ideas of the Austrian writer Christian Felber.

Currently the movement consists of over 4,000 activists in more than 170 local chapters and 40 associations. Over 1,200 businesses, towns and organisations have completed the Common Good Balance Sheet. Worldwide nearly 60 municipalities and 200 universities are actively involved in spreading the idea of the Economy for the Common Good. On 29 Sep. 2018 the International Federation was founded and now consists of 11 national associations. (12/2023)

Further Information: www.econgood.org

For general questions about the Economy for the Common Good, please contact: press@econgood.org.