



Job Description - (Junior) Press Officer at Finance Watch

Finance Watch is a Brussels-based NGO that works to make finance serve society and the planet. We are looking for a (Junior) Press Officer to strengthen our Communication & Networks department by undertaking press work, editorial tasks, media monitoring and database management.

This is an exciting new position to support a growing team. It would suit a junior professional with strong pitching skills who is interested in developing their communications skillset and is highly motivated by our mission. The **(Junior) Press Officer** will be part of the Communications & Networks department of Finance Watch, comprising communications, campaigning and stakeholder engagement capacities.

The **(Junior) Press Officer** will report to the Head of Communications & Networks and work closely with the whole team on a daily basis.

The ideal candidate would have native proficiency in English, journalistic or PR experience, relevant studies, and an outstanding capacity to push our content in the media. A willingness to learn about financial regulation is indispensable, French or German would be a plus.

Job description

Media Relationships

The core of the job is to create long-term relationships with media outlets and journalists in order to secure high-profile coverage of Finance Watch's content and messages.

- **Proactive:** speak to journalists about Finance Watch's latest work and activities
- **Reactive:** respond quickly and effectively to press inquiries, cognizant of the 24/7 news cycle
- **Account management:** Maintain and proactively develop good relationships with journalists working for European and national key media
 - keeping them informed of developments in Brussels
 - propose new content to journalists who have already written about Finance Watch or our topics
- Help to manage the working relationships with Finance Watch's Communications and Public Relations agencies

Media monitoring

- Use media monitoring platforms (Factiva, Onclusive) and send a daily review of media and policy news to the team
- Maintain and enrich Finance Watch's database of journalists (CRM)
- Disseminate high impact coverage externally
- Contribute to the reporting of activities to funders



Social media

- Publish content on social media (Twitter, Facebook, LinkedIn) that is adapted to the audience, based on Finance Watch's key messages, policy objectives and campaigns

Website

- Publish content (PR, Op-eds, media monitoring) on the website using Wordpress

In addition to taking responsibility for Finance Watch's media relationships, the job offers opportunities to develop skills in a variety of other areas:

Content

- In close cooperation with communication and policy officers: draft, edit, propose for signoff and deliver (in a written or oral form) press releases and briefings for national and international media
- draft, edit, propose for signoff and deliver punchy opinion pieces and stories for news outlets and the Finance Watch website
- Look out for media coverage / op-ed / speaking opportunities for Finance Watch and its members

Storytelling

- Identify, develop and pitch stories
- Communicate complex technical ideas to a non-technical audience, including in plain language

Develop best practises

- Be aware of media trends and tools that could increase the effectiveness of the organisation's media work
- Contribute to the media training of colleagues
- Proactive identification of key journalists and media via desk research, social listening & via keywords in Factiva
- Map & segment journalists and media per topic and per country
- Advise campaign and advocacy colleagues on media strategies for their work
- Propose improvements of the CRM/database according to modern PR best practises

Editing

- Contribute to Finance Watch's editorial quality and processes
- Contribute to the production of newsletters, blogs, storyboards and other written outputs
- Review content for language accuracy, tone, and style ensuring that the text is concise and clear



Social media

- Social media presence: Monitor journalists' activity and concerns, follow and respond to relevant discussions
- Follow public debates and help to build Finance Watch's understanding of arguments and narratives that affect our advocacy and campaigning

Additional responsibilities: Policy Communication

At Finance Watch, members of the Communication department have a unique opportunity to collaborate with a member of the Research & Advocacy department to learn more about a specific policy area. This "Tandem" structure will enable the **Press Officer** to learn more about one of Finance Watch's core workstreams, and advise their Research & Advocacy counterpart on how best to communicate this work externally.

This involves:

- Organising weekly knowledge-sharing meetings with the Research & Advocacy Officer responsible for the digital finance workstream.
- Keeping up-to-date on the latest developments in the workstream (for example, a new legislative proposal or participation at an important event).
- Helping with planning of Finance Watch outputs for this workstream, for example a new report or an open letter.

Profile / Qualifications

Essential

- You are motivated by and committed to Finance Watch's mission
- You are good at pitching stories and selling ideas
- Outstanding editing and writing skills in English are essential (native proficiency)
- You have experience or training in journalism, communication, copywriting, or PR
- Ability to manage a substantial and varied workload effectively, including managing competing demands, maintaining accuracy, and coordinating activities across diverse departments within the organisation
- Strong Digital Communications & Marketing knowledge

Desirable

- Knowledge of the European media landscape, especially for economic and financial news coverage
- Experience in financial journalism or in a communications role for a European institution, international NGO or the financial industry are a plus
- Ability to work with a CRM tool (database & mailing system)
- Good digital/social media skills, and familiarity with working in multimedia contexts

- Good judgement, political and general, to assess the most effective means of communicating information for the purpose of achieving communication goals
- Strong team player: ability to listen and collaborate with a wide range of colleagues, members and partners
- Excellent interpersonal skills, and experience of working in a multinational/-cultural environment.
- Results-oriented and self-motivated

What we offer

- A permanent contract under Belgian law
- No probation period
- 100%, or part-time negotiable
- 40h a week
- Hybrid (i.e. teleworking in Belgium + presence in the office in Brussels)
- A competitive salary, dependent on seniority and skillset
- 20 days of legal holidays (prorata) per year + 1 recup day per month (prorata)
- A monthly expense allowance, amount depending on seniority
- A laptop (for professional use)
- Full reimbursement of public transportation in Belgium
- Lunch vouchers 8€ per working day
- "Ecocheques" 250€ per year (prorata)
- Training possibilities
- A multidisciplinary and multicultural working environment

Equal employment opportunity

Finance Watch is committed to the principle of equal employment opportunity for all employees, regardless of sex, marital status, nationality, religion, age, sexual orientation and any other characteristics unrelated to the performance of the job.

Selection will be in accordance with objective, job-related criteria, and the appointment will be on the basis of applicants' merits and abilities.

Application guidelines

Interested candidates are invited to send a letter of motivation & CV via email by the closing date to: recruitment@finance-watch.org

Please quote "Application for (Junior) Press Officer Vacancy" in the title of your email.

The position remains open until filled.