



APPLiA represents the common interests of home appliance manufacturers in Europe. The Association has 21 Direct Members and National Associations covering 25 countries. It promotes the industry's mission to increase appliance performance while reducing its impact on the environment. It plays an active role in the fields of energy efficiency, ecodesign, energy labelling, e-waste, resource management, smart living, trade, safety and standardisation.

The successful candidate will work on finding interesting and engaging ways of communicating APPLiA's position.

### **Communication Junior Specialist**

We are looking for a motivated, energetic and independent young professional, with some experience in digital communication. This is an entry-level position best suitable for someone who has already completed an internship in communications, public relations or marketing.

**In order to be considered, each candidate is requested to write a short article about "how the use of appliances enhances sustainability at home".**

#### **You have:**

- Good knowledge of social media and some experience in communication digital campaigns;
- A good eye for visual communication and have worked on developing visual communication deliverables (leaflets, videos, infographics);
- Good writing skills in English;
- Good ability to assimilate the various aspects of an issue rapidly;

#### **You are:**

- Motivated;
- Precise;
- Creative;

#### **What you will do:**

- Transforming technical and complex content into (audio)visual and well-written digital content for Twitter, Facebook and YouTube;
- Work on communication campaigns by creating visual and written content;
- Helping with the content creation for APPLiA's public websites;
- Preparing newsletters;
- Managing projects together with external consultants and agencies.



**Professional experience:**

- Experience in digital communications, preferably in an EU context;
- Good knowledge of the EU institutions and the way they function;

**Education:**

- Relevant Bachelor or Master's Degree: Communications, Marketing or Media preferred

**Technical skills:**

- Computer literacy: Google Docs, MS Office and presentations;
- Knowledge of social media and Analytics tool;
- Knowledge of Adobe package (Photoshop, After Effects) or other online editor tools;
- Presentation skills;
- Experience with Joomla or Mailchimp will be considered an asset.

**Languages:**

- Fluent English (both spoken and written);
- Other major European languages are considered an asset.

**Job conditions:**

- The opportunity to start a career in communications within an innovative industrial sector and a multinational, dynamic association;
- On-the-job mentoring, coaching and training;
- A motivating, multilingual and multicultural working environment;
- Salary package according to the Belgian law;
- 1-year contract (possibility to renew);

**To apply, please send your CV and a short article to [appliaeuropa18@gmail.com](mailto:appliaeuropa18@gmail.com) by 6 January 2021. Applications will be evaluated on a rolling basis, therefore you are encouraged to send yours as soon as ready.**

**Please include "Application - Communication Junior Specialist " in the subject of your email.**

APPLiA - Home Appliance Europe represents home appliance manufacturers from across Europe. By promoting innovative, sustainable policies and solutions for EU homes, APPLiA has helped build the sector into an economic powerhouse, with an annual turnover of EUR 47 billion, investing over EUR 1.4 billion in R&D activities and creating nearly 1 million jobs.

