



## ECPAT International

### Vacancy Notice

<b>Job title:</b>	EU Communications and Campaigns Officer
<b>Duty station:</b>	EU based
<b>Remuneration:</b>	TBD
<b>Contract Period:</b>	Initial 12 months with possibility of extension
<b>Reports to:</b>	Head of Child Protection and Technology

#### ABOUT ECPAT INTERNATIONAL

ECPAT International (ECPAT) is a global network of civil society organisations working collectively for the elimination of all forms of child sexual exploitation. We seek to encourage the world community to ensure that children everywhere enjoy their fundamental rights free and secure from all forms of sexual exploitation. The ECPAT network currently consists of 143 member organisations in 114 countries. The ECPAT Secretariat coordinates the global work of ECPAT and has a central office in Bangkok, Thailand.

#### ABOUT THE ROLE

This role leads the development and delivery of impactful EU-focused communications and campaigning initiatives to advance ECPAT's advocacy on technology-facilitated child sexual exploitation and abuse (TF-CSEA). Working closely with ECPAT members across Europe, the role ensures coherent narratives, compelling public engagement, strong media presence, and supporter mobilisation strategies.

#### MAIN RESPONSIBILITIES

##### Communications and campaigns

- Develop multi-country EU communications and campaign strategies, aligned with advocacy goals and target audience
- Design, plan and implement impactful communications and campaigns activities adaptable across national and regional contexts
- Develop compelling campaign narratives, talking points, messaging toolkits, Q&As, rapid response materials, social media packages, interview templates, story outlines for both EU and national use
- Translate complex policy issues into messaging and visuals for diverse audiences, including policymakers, media, youth, caregivers and supporters
- Design, plan and implement supporter engagement plan, using CRM to build segmented audiences, track engagement and mobilise supporters
- Work closely with ECPAT members, external partners, and internal teams to ensure the successful execution of communication and campaign strategies
- Efficiently monitor communications and campaign budget

### **Digital communications and content creation**

- Produce engaging social media posts, web articles, infographics, visuals and short videos for ECPAT channels (social media, website), employing an ethical storytelling approach that adheres to ECPAT's safeguarding practices.
- Ensure the project's online presence and content planning to ensure consistent and cohesive messaging across platforms
- Manage and update ECPAT's website
- Monitor analytics and track digital engagement trends

### **Media engagement**

- Develop and cultivate strong relationships with key EU-level and national media outlets
- Draft press releases, media statements, op-eds and background briefings
- Respond to media queries and support spokespersons with interview preparation
- Support ECPAT members' media engagement efforts
- Develop crisis communication framework
- Monitor EU and international media coverage relevant to ECPAT's work

### **Stakeholder and partners engagement**

- Foster and maintain strong relationships with ECPAT members in the EU and external partners (CSO, public and private actors) to coordinate joint actions
- Develop campaign and communications tools for ECPAT member organisations and partners
- Coordinate training and offer technical support on communications and campaigning to ECPAT's staff and ECPAT members as needed

### **Monitoring and evaluation**

- Contribute to MEL activities related to communication and campaigns together with the Global Monitoring, Evaluation and Learning Lead.
- Track the performance of communication and campaign activities, adjust tactics and produce recommendations and insights to inform future planning and contribute to organisational learning
- Contribute to donor reporting related to communication and campaign deliverables

### **Reporting and internal collaboration**

- Report to the Head of Child Protection and Technology and work in close collaboration with the Project Lead and all other project members.
- Collaborate with ECPAT Communications Team to ensure alignment with organisational messaging and branding
- Provide support to the ECPAT Communications Team as needed.

## **Knowledge, Experience and Skills**

### **Essential**

- 4 years of professional experience in communications, campaigning, journalism, public relations – preferably within human rights, child rights or related NGO/non-profit sectors.
- Proven experience designing and delivering multi-channel campaigns with measurable impact.
- Strong knowledge of digital communications, supporter mobilisation and online advocacy.
- Experience coordinating multi-partners campaigns across multiple countries.
- Understanding of EU institutions, political process and EU-level advocacy.
- Demonstrated experience producing campaigning content (visuals, infographics, stories).

- Proven ability to engage and influence diverse audiences, including policymakers, civil society and media.
- Excellent writing and editing skills, including the ability to translate complex issues into compelling messages.
- Experience using media monitoring and campaign management tools.
- Strong interpersonal and facilitation skills, with experience working in multicultural and multi-country environments.
- Basic graphic design or video editing skills.

#### **Desirable**

- Knowledge of children's rights
- Familiarity with CRM tools and supporter mobilisation
- Experience organising or providing media or campaigning training

#### **Qualifications**

- University degree or equivalent qualification in communication, journalism, public relations, media, digital marketing or other related fields

#### **Additional Information**

- Fluent English (written and verbal) required; additional European languages are a strong asset.
- Must have the right to work in the EU.
- Occasional travel within the EU required.

#### **CANDIDATE INFORMATION**

- ECPAT takes a hybrid outlook when formulating salaries which is based on a job and geography approach.
- This position is home based, and the applicant should have the necessary requirements to be legally able to work in that country
- The job holder is required to show a degree of flexibility in their working hours to accommodate meetings or other occasions when their attendance is required in other time zones.
- Regional (EU) travel will also feature in this role.

#### **OUR COMMITMENTS**

As ECPAT's International Secretariat we recognise that our strength lies in the diversity of the people who make up our global network, staff, volunteers and consultants. We are committed to being an inclusive workplace where people of all backgrounds and cultures can strive and be themselves. This means we will challenge ourselves to do better and to continue learning, to create and maintain a working environment steeped in respect, tolerance, safety, and where all parties are valued equally.

As a child-focused organisation, ECPAT has a strong commitment to child safeguarding and rigorous procedures. The successful candidate will be required to provide two referees (one from your last employer) and a criminal record from your country of nationality.

#### **HOW TO APPLY:**

Please send a CV and cover letter in English, that should include the country(ies) where you have right and willingness to work, to [vacancy@ecpat.org](mailto:vacancy@ecpat.org) mentioning **your name and EU Officer** in the subject header.

Due to the high volume of applications we receive, we are not able to respond to every application. If you have not heard back from us within 3 weeks of the deadline, it means that your application has not been successful.

**Deadline: January 29, 2026**