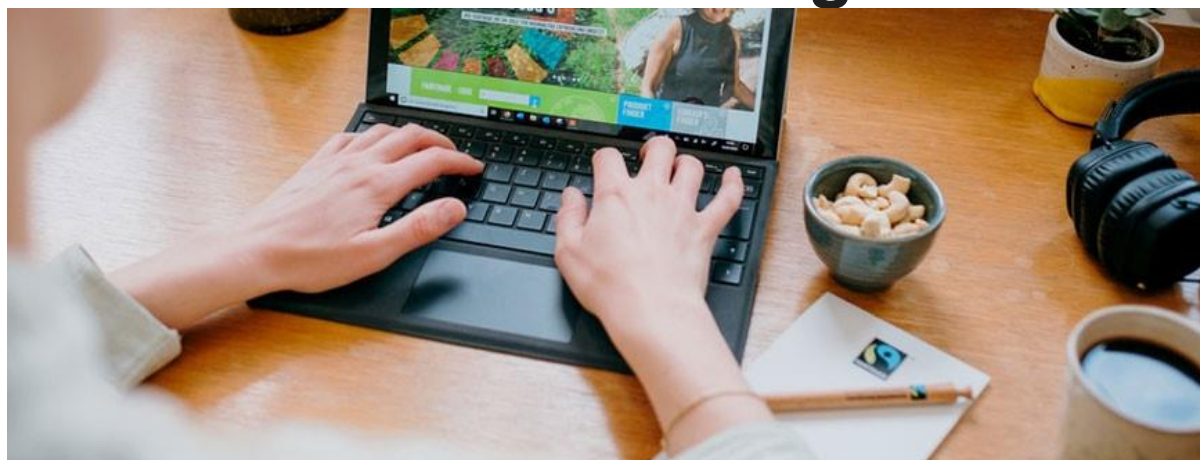


Fairtrade Belgium is recruiting

Communication manager B2B2C



A great opportunity for someone who wants to contribute to a more humane and sustainable economy in a highly value-oriented organization. You will get many opportunities to develop yourself and your talents and further grow our organization. Our work environment at Fairtrade Belgium is characterized by an entrepreneurial spirit in which you are encouraged to propose and develop new initiatives. Freedom and responsibility go hand in hand for us. We have a very friendly work environment where everyone feels welcome and appreciated. Does this sound like a great opportunity? Then we'd love to hear from you.

Your mission:

- You contribute to the general **communication and mobilization strategy** (10%)
- You develop **partnerships and campaigns** with retailers and brands (40%)
- You develop (in collaboration with our commercial partners) **BTB communication tools** and create newsletters (15%)
- You lead the **operational work** for all your projects and manage interactions with suppliers/agencies (20%)
- You provide **NL copywriting** when needed (10%)
- You co-represent Fairtrade Belgium in international workgroups (B2B comms) (5%)
- You keep track of your targets and ensure your actions are in line with the pre-defined annual plan
- You report to Augustin, our Head of Communication

Your profile:

- You master communication strategy principles and marketing tools
- You manage projects from strategy to production like no one else

- Dutch is your mother tongue or you master it as if it is. You are fluent in French and English, both in writing and speaking
- You have 3 to 5 years of experience in developing B2C campaigns and/or trade marketing
- You have a relevant experience in FMCG communication
- You have a good understanding of the Belgian retail sector and its internal structures
- You have a creative and open mindset and love reaching out
- You are a team player and can easily work autonomously as well
- You are well organized and result driven
- You fully endorse the values of Fairtrade Belgium

What we offer:

- An **attractive salary package** in line with the **NGO standards** (including lunch/eco vouchers, group and hospitalization insurance)
- An **open-ended contract** (80%)
- A **varied role** in a company with strong ethical values
- A good **work/life balance** with flexible homeworking policy
- A **nice work environment** (**5th floor Mundo B in Brussels**) where you will be part of a team of 20 very motivated colleagues

Interested?

E-mail your resume and motivation letter before 27 February 2023 to jobs@fairtradebelgium.be with the reference 'Communication manager B2B2C'