

VACANCY NOTICE

Global Campaigner

The **International Trade Union Confederation (ITUC)** represents the world's working people working with over 300 member organisations in 161 countries. We are the largest democratically elected movement in the world.

Our campaigners and organisers design, implement and lead regional and international campaigns for workers' rights and social justice.

We are looking for a talented and experienced **Strategic Global Campaigner** to fill a key position in our Campaigns and Communications Department at our Brussels headquarters.

The immediate challenges for the ITUC are to address corporate power and exploitative global supply chains in order to secure workers' rights, including tackling informal work, forced labour and the need for a minimum living wage.

The successful candidate will be expected to take a leading role in developing and implementing global campaign strategies which integrate political, media, organising, and legal tactics both online and offline.

Implementation of ITUC global campaigns involves member organisations and requires tactical support for national plans to mobilise and organise workers.

Responsibilities:

- **Campaign generation and strategy:** you can develop and implement campaign ideas with a strong political awareness of the trade union movement and social justice. You are constantly researching and gathering facts, information about the experience of workers where they are denied fundamental rights and secure and safe work. A capacity to identify corporate or institutional targets and to process and synthesise information and big ideas into concrete action plans is essential.
- **Campaign executive and content creation:** you can manage projects from creative concept to execution in a fast paced, multi lingual and international environment. You have the ability to write punchy campaign copy that inspires action across a range of formats including emails, social media content, lobby briefs and campaign reports. You can run campaigns using both online and offline tactics from street rallies that harness the strength and reach of the trade union movement. You are media savvy, and can pitch to media and write press releases that get the story covered.
- **Digital campaigning skills:** you can grow movements and motivate people to act on issues through social media. Using data and analytics you can adapt campaigns to have maximized impact and reach.
- **Relationship building:** you have excellent communication skills and are able to build relationships with an international network of contacts.

- Team work: you can work effectively with a team of colleagues with legal, political economic, backgrounds.

Experience required:

- Several years' experience in a trade union organisation with responsibility for campaigning and/or organising, or in an international NGO with strong identification with the ITUC's values and objectives;
- Experience working at regional or international levels, or demonstrated capacity to translate national experience into the international sphere;
- Strong campaigning and coordination skills, with a focus on online campaigning, and capacity to motivate and support others to take action;
- Established relationships with, or good knowledge of, key advocacy organisations, including corporate accountability-focused campaigning groups;
- Can handle several projects at once, including in different regions and on different sectors;
- An understanding of the operations, structures, regulations, and incentives within one or more key industries or corporate sectors is an advantage.

Skills required:

- Knowledge of and relationships with mainstream media and specialist publications, in particular political and business journalists;
- in the use of social media tools to build movements for change including mobilising communities traditionally left out of online campaigning, through innovative approaches and writing of engaging content;
- Writing and editing reports, with capacity to commission graphics, oversee layout and support web-design;
- Ability to identify research and fact-finding needs, conduct or commission research tailored to achieving campaign goals and coordinate the deployment of campaigning, lobbying, legal, communication and other relevant tactics to win;
- Willingness to travel internationally, adapt to different environments and work in a multicultural, multilingual setting;
- English language to mother-tongue standard is required, with knowledge of other languages (especially French and Spanish) a distinct advantage.

We offer an attractive salary and significant extra-legal benefits. We are an Equal-Opportunity employer and we encourage appropriately-qualified women, candidates from developing countries and members of minorities to apply.

Closing date: 21 November 2014

Applications: to Vik Meeuws, Human Resources Director
vik.meeuws@ituc-csi.org