# Job Description: Communications & Advocacy Manager

## Introduction

Are you looking for a new challenge with the new year? Do you enjoy developing clear and simple messaging for highly complex issues? How about a role helping to drive the paradigm shift from our take-make-throw society to one that will be good for business, people and the planet?

The Polyolefin Circular Economy Platform (PCEP) is a newly formed trade association charged with transforming our industry into a circular economy. We bring together all the actors involved with our materials to collaborate and transform the polyolefin system from a linear to a circular one.

Polyolefins are the most widely-used types of plastic, representing 49% of all European plastic demand in 2018. They are used in applications across the economy, from agriculture to construction. These highly valuable and versatile polymers represent 70% of the plastics packaging market in Europe.

As a new organisation with a very broad membership and ambitious goals, PCEP is looking to hire a communications and advocacy manager who will lead the internal and external communications for the association, including EU advocacy, as well as supporting the members with the generation of facts and figures to determine strategy and demonstrate the progress of the association in relation to its voluntary commitments.

## Scope of the role

The successful candidate will manage three PCEP working groups: Communicating Circular Polyolefins; Advocating for a Supportive Regulatory Framework; and, Understanding our Material Flow (i.e. data).

The candidate will be a key interface between the members and the PCEP secretariat, as well the association’s external stakeholders (particularly in the media and EU policy making circles).

They will develop, with the support of the Secretary General, an appropriate communications strategy and advocacy programme, and be responsible for the implementation of both, in close collaboration with the members.

They will support the Secretary General in the development of the association’s strategic direction, membership retention & recruitment to ensure all parts of the value chain are present and engaged, as well as representing the association in external meetings and fora.

This is a full-time job with a competitive remuneration that will reflect the successful candidate’s profile and experience.

## Candidate profile

The successful candidate will be expected to bring proven experience of traditional and social media relations, as well as successful advocacy, together with an appreciation of the context in which PCEP can be effective.

Previous experience within the sector, or in a circular economy role, is welcome but not essential as the successful candidate will be expected to collaborate closely and effectively with the Circular Economy Project Manager (who will be supporting the technical working groups on the core barriers and solutions to polyolefin circularity).

In addition, the following attributes are required:

* Excellent English verbal and written communication skills
* Passionate about environmental issues and the transition to a circular economy
* Able to see the big picture and think strategically about the impact of communications
* Self-driven, working autonomously with a proactive approach
* Excellent inter-personal skills required to facilitate common understanding and ownership of positions among PCEP’s members and to succeed in engaging in policy-making discussions
* Comfortable presenting in public (e.g. at conferences)
* A team player, able to step in and support colleagues in a small international start-up environment
* >5 years’ relevant work experience, including a proven track record of successful public affairs, traditional media relations and social media engagement
* Tertiary level education with a degree in an area relevant to EU policy-making, public relations or equivalent
* Understanding/knowledge of the context and goals of PCEP

The following attributes will be an advantage:

* Experience at a consultancy, in an EU Institution or in the media
* Additional languages
* Design skills

## About PCEP

PCEP is a new value chain association, bringing together all actors in the polyolefin industry: resin producers, converters, recyclers, brand owners, retailers, waste managers and everyone else. Our goal is to transform the entire polyolefin system from a linear to a circular one, delivering innovative solutions through dialogue, collaboration and concrete action.

PCEP has three strategic goals: to design out waste; keep maximum products and material in use for as long as possible; and then recycle waste into high-quality new raw material.

PCEP is based in Brussels. For more information about our activities visit [www.pcep.eu](http://www.pcep.eu)

## Contact

Please send your CV and application email to [secretariat@pcep.eu](mailto:secretariat@pcep.eu) by Monday 10 February 2020.

The position is new and we are keen to get the right candidate in place as soon as possible.