



JOB DESCRIPTION

Communications Manager

20 hrs/week, remote working

The International Federation for the Economy for the Common Good e.V. (IF), which has now adopted the brand name ECONGOOD, is looking for a skilled communicator, committed to social and ecological transformation to join its management team.

The evolution of ECONGOOD, its growth around the world as well as the new demands and expectations both internally and externally, make it essential to professionalise the current structures, teams and processes in order contribute to the achievement of our vision: "Transforming the economy".

In this context, two of the key aspects are to ensure that the ideas behind the theoretical model and the tools that support it are communicated coherently to promote the further expansion and to ensure that the movement is recognised globally through its newly adopted branding, ECONGOOD.

The International Federation intends to strengthen the Federation Management Team (FMT) by incorporating a Communication Manager. The Communication Manager is part of the (FMT), the executive body of the Federation Management Council (FMC). Further managerial positions within the FMT are operations, finance and administration.

Job Overview / Mission

To ensure the representation of ECONGOOD to internal and external stakeholders and provide smart, smooth and transparent communication within the movement and our external environment.

Expected results

- The ECG model is communicated in an aligned manner around the world
- Visibility, reputation and relevance of the movement grow
- The ECG model is increasingly known and recognized by societies globally as a realistic and desirable alternative and included in diverse discourses on the future, sustainability, transformation and economic reform
- National associations, Local chapters and memberships grow

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Areas of Responsibility

- Internal and external communications
- Communications & PR
- Internal events
- Partners
- Spokespersons and Ambassadors
- Liaise with Founder (Christian Felber)
- Political advocacy

General Responsibilities

These responsibilities are shared among the other members of the Federation Management Team (FMT).

- Contribute to the coherence and teamwork of the FMT as a whole
- Promote collaborative work between the different groups in charge to ensure synergy
- Promote collaborative work among ECONGOOD's various stakeholder groups
- Encourage the implementation of the principles of sociocracy.
- Together with the FMT members, lead the recruitment and selection processes for IF staff
- Prepare and manage the IF budget (with Finance manager)
- Line Management
- Monitor strategy, KPIs and goals
- Operationalise strategic goals

Responsibilities and Duties

- Ensure the coherent representation of ECONGOOD to internal and external audiences
- Ensure that communications are aligned with ECONGOOD values
- Develop the communications strategy and activities (internal and external) with International PR Coordinator(s) and the Communications Hub, defining messages, key audiences and channels

Communications & PR

- Line-manage and coordinate the work of the international PR team
- Manage the communications budget and liaise with the graphic design contractor and the budget team
- Support the use and ensure the correct application of the ECONGOOD branding and Label

Partners

- Monitor and build selected relationships with partners and organisations with shared objectives



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- Represent ECONGOOD in key collaborations with partners, theme groups (e.g. WEALL, Beyond Growth)

Founder & Spokespersons

- Liaise with the Founder, Christian Felber and coordinate the international Spokespersons Circle

Fundraising

- Coordinate communications support to the fundraising team

Political Advocacy

- Coordinate ECONGOOD's political advocacy work, liaising with contractors, ECONGOOD employees and volunteers
- Periodically monitor the achievement of targets and KPIs for communications

Your profile

- **Education and Knowledge:** In fields related to communications, marketing, PR, or similar fields.
- **Experience:** Experience in communications and PR, preferably in NGOs. Network of media contacts desirable but not essential.
- **Specific skills:** Communications; Strategy; Coordination of work teams (staff and volunteers); respectful methods of communication and decision-making (e.g. non-violent communication, sociocracy or systemic consensus)
- **Personal characteristics:** Understanding of and commitment to the ECG and ECONGOOD vision and goals; Strong interpersonal and team management skills; focused on working towards objectives; excellent communication skills; ability to manage multiple projects and teams; working under pressure in changing environments; flexibility; commitment; empathy;
- **Language:** Due to the international scope of ECONGOOD, the official language is English. A good level of oral and written English is essential. Other languages, such as German, Spanish and others are welcome

Working conditions

- **Contract type:** Part-time with possibility to increase hours; Freelance or employee (Germany/Austria).
- **Place:** Remote working. Some face-to-face meetings in Germany several times a year.



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How to apply

To apply for the position please send a supporting statement relating your experience to the role and **addressing each point listed under "Your profile"**, together with a short CV to bridget.knapper@ecogood.org by 13 May 2024.

ECONGOOD welcomes applications from those who are under-represented in society.

Interviews will be held online.

About the Economy for the Common Good

The Economy for the Common Good advocates a more ethical economic model, in which the wellbeing of people and the environment become the ultimate goal of business. The worldwide movement exists since 2010 and is based on the ideas of the Austrian writer Christian Felber. Currently the movement consists of over 4,000 activists in more than 170 local chapters and 40 associations. Over 1,200 businesses, towns and organisations have completed the Common Good Balance Sheet. Worldwide nearly 60 municipalities and 200 universities are actively involved in spreading the idea of the Economy for the Common Good. On 29 Sep. 2018 the International Federation was founded and now consists of 10 national associations. (12/2023) Further Information: www.econgood.org