



## Who We Are

ReLoop is a broad platform of like-minded interests that share a common vision for a circular economy.

Our vision is a world free of pollution, where an ambitious and integrated circular economy allows our precious resources to remain resources, so that people, businesses and nature can flourish.

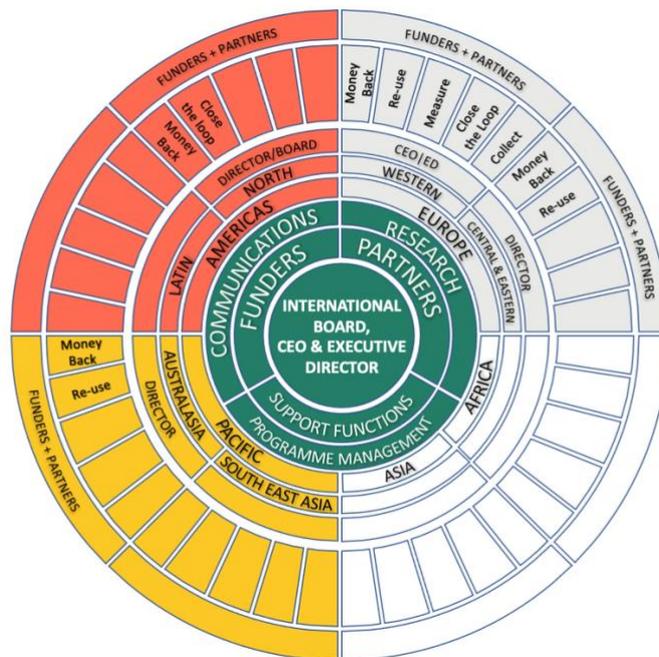
The founding members of the organization represent corporate, political and non-governmental organisations and we continue to embrace this spirit of collaboration as a powerful way to bring about change.

Our mission is to work with governments, industry and society to accelerate the global transition to a circular economy for all resources.

As an international not-for-profit organization, registered in Belgium, our small global team is comprised of highly qualified experts across a range of disciplines, including policy, research, behavior change and communications.

The international team (in green, below) are at the centre of the organisation, providing the over-arching strategic and operational support that's required for our Directors in Europe, the Pacific and North America to build and deliver programmes of work that are strategically relevant to their regions.

At each level of the organisation we seek to work with funders and partners who share our vision and whose work is aligned with our mission.



## What We Do

Reloop believes in smart policy. We believe that policy development and legislation should establish goals clearly, set the rules fairly and monitor closely.

For a thriving circular economy, policy must be based on the waste hierarchy and encourage existing best practices, foster innovation, apply economic instruments when necessary and strive for continuous improvement.

So, while supporting the first principle of preventing waste as the primary objective, Reloop's strategic focus integrates five goals which seek to establish a globally consistent approach towards a circular economy for packaging.

We believe packaging must be:

- Designed for circularity;
- Made with mandated high levels of recycled content;
- Collected properly, with effective packaging separation being supported at home/business/industry to improve quality;
- Subject to economic instruments where appropriate, to increase collection rates and improve quality; and
- Measurable using transparent and accurate data at each stage of its lifecycle

Our initial focus has been on shaping waste reduction policy in Europe and we have had a significant impact on the European Circular Economy Package and continue to work closely with many stakeholders to deliver the best outcome.

You can see more about our successes in this short Year in Review video:

<https://www.reloopplatform.org/reloops-2020-year-in-review/>

Building on this, we begun a global expansion beyond Reloop Europe in 2019, with the launch of Reloop Pacific. Then in the autumn of 2020 we launched Reloop Americas – initially covering Canada and USA, with possible expansion into Latin America in the future – and will expand to two further regions by 2025.

## Who We're Looking For

We are now looking for a dynamic, ambitious and experienced person to join the Reloop team as Communications Coordinator.

Working at the heart of the international organisation and using our new Communications Strategy as your guide, you will take the lead on making sure our activities are communicated widely and clearly.

While closely supported by Reloop's leadership team, you will need to be someone who operates well under their own direction and who can motivate themselves to deliver on a clear strategy.

In this new role, there will be as-yet-unknown opportunities and obstacles, and you will need to be someone who welcomes a fluid workload and can manage competing priorities.

You will need to be adept at spotting opportunities and proactively working to maximise the potential for us to promote our core guiding issues – prevention, reuse, meaningful measurement, economic instruments, mandated recycled content, and increasing collection and sorting for recycling.

Technology, legislation and growing public interest are all powerful tools that are driving resource efficiency to be a central policy focus for many governments. You will need to be able to keep up as this trend gathers speed and be open to the many new ideas and opportunities that are appearing, adjusting the communications strategy accordingly.

You will need an analytical mindset, that can assess new information and ideas for their validity and potential, not just accepting information as you receive it.

You will need to be skilled at relationship management, being able to build, maintain and communicate with networks of key individuals and organisations, so that we have a broad base of support to draw on when we're promoting our work.

You will be able to present relatively complex issues to a wide range of stakeholders to educate and elicit support for Reloop's objectives and goals.

Working alongside the programme and research coordinators, as well as the Directors, this new role should transform how we communicate our world-class analysis and expertise.

You will need to be adept at monitoring and evaluation, providing periodic reports on progress and impact to help inform our assessment of this new position.

## Role and Person Specification

Role:	Communications Coordinator
Region:	Reloop International
Location:	Within Europe or Eastern USA
	Home-based, with potential for travel
Term:	Fixed term until December 2022
Reporting to:	Executive Director

## Role Summary

The Communications Coordinator will take the lead on generating and maximising Reloop's communications work in line with the organisation's communications strategy, in order to further our aims and objectives.

This work will include posting timely and engaging content across Reloop's social channels, media liaison and monitoring for opportunities, as well as a proactive and innovative approach to communicating the activities of the organisation across four regions - Western Europe and the UK, Central and Eastern Europe, the Pacific and the Americas (currently North America only).

## Scope

Responsibility for delivering the organisation's communications strategy.

Responsibility for the day-to-day delivery of communications that raise the profile of Reloop and build our reputation as a primary source of evidence-based information and advice on the circular economy.

Work with every member of the Reloop team as appropriate to develop and deliver targeted communications plans for key activities and outputs.

## Key areas of responsibility

Lead on achieving maximum engagement with social media channels, as well as providing wide-ranging support to the team, including with press work to generate media coverage.

Lead on keeping Reloop's website up to date, making sure that it aligns with the tone and approach outlined in the communications strategy.

Lead on monitoring and evaluating Reloop's communications activities.

## **Role Description**

- Take overall responsibility for the organisation's communications outputs, delivered in line with the Communications Strategy
- Manage the organisation's digital channels, posting and sharing content in coordination with relevant colleagues
- Develop communications plans, in line with the Communications Strategy, around specific organisational activities, such as report releases and events, or in response to external developments
- Measure and increase engagement across social platforms
- Deliver other communications outputs as required such as blogs, emails, live-posting, media comments and web content
- Monitor social media channels for emerging developments or trends relevant to the organisation
- Coordinate the organisation's contact with media outlets, including drafting press releases, comments, briefings and liaising with staff to fulfil press enquiries
- Attend organisational activities where required, including meetings and events (remote as appropriate)
- Maintain relevant administrative systems including databases and output calendars
- Ensure any required sign-off procedures are followed for all communications outputs
- Monitor and evaluate communication activities in order to report impact and improve future work
- Undertake any other duties appropriate to the post, as delegated.

## **Person Specification**

- Excellent written and verbal communication skills
- Experience providing communications services to an organisation, including managing social media channels
- Understanding of the needs of different audiences and the ability to tailor content and messaging to different target audiences
- Ability to formulate and implement communications plans
- Understanding of what works on social media to engage people, with the ability to optimise content for platforms
- Understanding of key metrics across different digital channels, with the ability to process data and identify trends
- Ability to produce social media assets
- Ability to monitor and evaluate impact, including reporting on key metrics
- Ability to deliver a Communications Strategy, think strategically and generate engaging social media content to grow the organisation's profile
- Ability to handle media enquiries in a timely and impactful manner
- Ability to prioritise a heavy workload and work to tight deadlines
- Experience of setting up and maintaining effective administrative systems and databases
- Ability to handle external enquiries quickly and under pressure
- Self-motivated and a high level of initiative
- Willingness to work remotely and across different time zones as required

### **Desirable requirements**

Experience in the waste reduction policy field, with specific knowledge of recycling systems, extended producer responsibility, deposit return systems and other types of economic incentives, chemical recycling and issues surrounding waste treatment.

Experience of providing communications support to an international organization where team members are spread across multiple regions.

Fluent in spoken and written English, plus an additional widely-spoken language(s).

### **Terms and Conditions**

Contract fee: €38,250 per annum (€76,500 full time equivalent)  
US\$45,800 per annum (US\$91,600 full time equivalent)

Contract type: Fixed term until December 2022

Hours of work: 20 hours a week

As some of the work will require liaison with international colleagues, some flexibility is required in terms of availability outside of standard working hours

The structure of how these hours are worked will be agreed with the successful candidate

Place of work: Home-based

Working culture: Reloop is a small, friendly and collaborative team