

OPEN CALL

ESNcard team – Communication Officer

The ESNcard is the membership card of ESN and was first introduced in 2004. Since then it has rapidly expanded its reach to over 170,000 students per year. In 2012 ESNcard.org was launched, its immediate effect was that students could find all the discounts the card provides all over Europe in one single website. An International ESNcard Team has been created in March 2014 in order to ensure a successful implementation of the project. This year the team will consist of a Coordinator, Communication Officer and Network Analyst working under the leadership and coordination of the Treasurer and Partnership Manager of ESN AISBL.

The International Board is looking for a Coordinator as part of the ESNcard team, for a term starting on 15th July 2019 to 14th July 2020.

Position Description

The Communication Officer is responsible for ensuring high visibility for the ESNcard, both internally and externally. This will be done primarily via social media, newsletters, ESNcard blog, the ESNcard.org website, videos and promotional material. Together with the secretariat, you will be responsible for managing the ESNcard fan page and other social media tools, as well as co-creating promotional campaigns designed to boost the proper usage of the ESNcard and ESNcard.org. You will be developing ideas for promotional material. The management of promotional material also includes devising plans for their implementation and dissemination to the network.

The Communication Officer is expected to significantly raise the profile of the ESNcard and communicate the best practices of the ESNcard to the network. He/she is also responsible for management and development of the ESNcard brand.

Required Skills & Expertise

- Very good understanding of Social Media
- Very good written and spoken English
- Creative writing skills
- Understanding of marketing plans
- Good understanding of brand identity
- A team player who can also work individually
- Previous experience in similar position

Highly valued skills

- Basic graphic skills
- Experience in conducting online campaigns, mobilizing people and engaging followers

- Experience in making engaging promotional material

Please send a **CV and completed Application Form** to Tim Bastiaens, Treasurer of ESN International, at treasurer@esn.org. The deadline for applications is Sunday 19th May at 23:59pm CEST. Please note that this is a voluntary position.

In case of additional questions regarding the position, please do not hesitate to contact Tim Bastiaens at treasurer@esn.org or the current ESNcard team at esn-card-team@esn.org. For more information about the project, please refer to <https://archive.wiki.esn.org/projects/esncard>