

Announcement for a Communications and Media Relations Manager

The European Cyclists' Federation (ECF) is looking for a Communications and Media Relations Manager to join its Brussels-based team.

About the European Cyclists' Federation (ECF)

- We are the single European umbrella federation of member-based civil society organisations advocating and working for more and better cycling.
- We promote cycling as a sustainable and healthy means of transport and leisure.
- With more than 60 member organisations from over 40 countries, we harness the power of European cycling movements as the only civil society advocacy voice at the pan-European level.
- We are based in Brussels and our roots are in Europe, but the challenges we face are global, and we are ready to meet them as the world's largest and best-known cyclists' advocacy federation.

About the position

The Communications and Media Relations Manager leads ECF's communications and visibility, while also supporting EuroVelo and Velo-city brands, towards EU institutions, the media, project partners and international stakeholders.

You will report to the CEO, manage the Communications team, and work closely with the other teams across ECF to ensure that our messages are clear and that the voice of cyclists is heard and acted upon by policy- and decision-makers in Brussels, across Europe and beyond.

A) Communications Strategy & Planning

- Develop, implement and evaluate the annual communications and media relations plan, aligning activities with ECF's organisational priorities and strategic objectives
- Ensure consistency of messaging across all channels and audiences
- Manage and allocate team resources according to priorities (currently 2.5 FTE)
- Coordinate ECF's visibility at key conferences and events, monitor speaking engagements and booth preparations where applicable
- Lead on the drafting, design and publication of the ECF Annual Report

B) Content Creation & Editorial Management

- Oversee the creation of high-quality content (news, articles, speeches, newsletters, reports) based on ECF advocacy priorities and knowledge products
- Develop core messaging and campaigns to support our advocacy and fundraising efforts
- Plan and create content (written and visual) for ECF's audiences, including the website, newsletters, social media, and press
- Oversee communications for EU-funded projects and contribute to relevant deliverables and reporting

C) Media Relations

- Build and maintain strong relationships with journalists, media outlets, and opinion leaders
- Draft and distribute press releases, media pitches, and statements
- Coordinate media interviews, briefings, and press events
- Monitor media coverage and manage reputational issues and crisis communications when needed

D) Digital & Internal Communications

- Manage ECF's website, mailing system and digital communication channels (CMS, CRM, Brevo, newsletters, press releases, LinkedIn, Instagram, Bluesky)
- Develop a digital communications strategy to ensure high engagement and grow ECF's audience
- Support all ECF teams with key messages, talking points, and presentations

Who are we looking for?

Background:

- A degree in a relevant field and/or relevant professional qualifications in communications or journalism
- At least 5 years' experience in a communications role, e.g. in advocacy, public administration, PR consultancy or similar, with a proven track record
- Experience in advocacy, campaigning and media relations
- Experience managing a team
- Experience working in an international and/or membership-based organisation is a plus

Competencies, skills and attributes:

- Highly motivated, open-minded, proactive and results-oriented
- A team player who works well in diverse teams, and is an effective networker
- Ability to plan and structure communications activities to maximise their impact
- Excellent written and verbal communication skills in English (near-native proficiency)
- Design and social media skills and ability to explore different formats for different audiences and objectives (visuals, videos and graphics)

Must have at recruitment

- Proven experience in communications and media relations
- Experience in advocacy communications and/or campaigning
- Excellent writing and editing skills
- Strong command of English

What we offer

ECF offers an employment package in line with similar non-governmental organisations based in Brussels, including a gross monthly salary of €4,200– €4,800, depending on relevant experience. Benefits include flexible working hours, up to 20 legal and 10 extra-legal vacation days (pro rata), public transport and cycling allowances, a work-from-home allowance, lunch vouchers, eco-cheques and an extra-legal pension scheme.

How to apply?

Please send your CV and cover letter in *one PDF* in English to **hr@ecf.com** with the subject line: '*First Name Last Name - Communications and Media Relations Manager*'. Your application has to include:

- Cover letter in English (max. 1 page)
- CV in English (max. 2 pages)

Applications will be reviewed on a rolling basis, so candidates are encouraged to apply as soon as possible. Incomplete applications will not be considered. Closing date for applications: **23 October 2026, EOB**. The preferred starting date is the end of November 2026, depending on the selected candidate's availability.

Thank you in advance to all those who take the time to apply for this position. Due to the high number of applicants expected, only shortlisted candidates will be contacted.

Equal opportunity

ECF is an equal opportunity employer and encourages applications from all qualified candidates irrespective of racial or ethnic origin, opinions, beliefs, gender, sexual orientation, health condition or disability.