

Bureau International Jeunesse is looking for a social media manager (one working day/week)

Bureau International Jeunesse

Bureau International Jeunesse (BIJ) is the National Youth Agency for Erasmus+ and European Solidarity Corps programmes in the Wallonia-Brussels Federation. BIJ manages international non-formal education programs for young people in Wallonia and Brussels. Each year, more than 5,000 young people benefit from this funding.

BIJ objectives

BIJ's action falls within the framework of the general objectives of the youth policy carried out at the international level by the Wallonia-Brussels Federation and the Walloon region and more particularly:

- ✓ promote the international mobility of young people
- ✓ develop relationships with young people from other countries for a better knowledge of their respective society and culture
- ✓ develop a critical sense in young people so that they are better prepared to fulfill their responsibilities as citizens
- ✓ provide a framework that promotes autonomy and the implementation of projects: for young people, by young people
- ✓ contribute to the training of young people in promising sectors and facilitate their access to employment through a quality offer
- ✓ Fostering innovation and experimentation calling on the know-how and creativity of young people, so as to promote better anticipation and greater capacity for them to take charge of various social, economic, cultural needs, etc.

These general objectives are concretely translated into:

- ✓ the establishment of programs adapted, flexible and responding to the demand of young people in order to ensure a wide range of international experiences
- ✓ the development of a communication strategy to reach all young people
- ✓ Strengthening of support measures for young people in carrying out their projects

EU launch Democracy reloading social media campaign

Democracy Reloading is a brand and a program of the national agencies of the Erasmus+ Youth Program, coordinated by BIJ, grounded in the values and principles of democracy, human rights, equality and the rule of law. It is aiming to support municipalities in improving local democracy through engaging young people in decision-making and using

Erasmus+ and European Solidarity Corps funding. In the last year of the program an online Toolkit was created that is based on a set of 24 competences. The 24 competencies are required for a local (municipal) or regional government to design, implement and evaluate a successful youth participation structure, to engage young people in the decision-making and develop local democracy.

Due to COVID-19 pandemic, the EU launch of the toolkit has been postponed already twice but the partner NA's would like to start the promotion of the toolkit as two language versions are ready: English and French. Therefore, **Bureau International Jeunesse is looking for a social media manager supporting BIJ in defining the communication strategy on social media (including a social media graphic charter) and consolidate its presence on social networks through the different activities connected to the toolkit.**

Activities connected to the toolkit

➤ The Democracy Reloading Stakeholder Conference

Bureau International Jeunesse - in partnership with the *Portuguese, Italian, French, Spanish, Estonian, Hungarian, Lithuanian, Cypriot* national agencies of the Erasmus + Program and DYPALL Network - is organising the **Democracy Reloading Stakeholder Conference** on 26-29 October 2021 in Portimão, Portugal with the aim to support municipalities and improve their competences in strengthening and developing local democracy through youth participation in decision-making. There are 96 participants selected to participate to the Democracy Reloading Stakeholder Conference on 26-29 October 2021.

The objectives of the Conference:

- To officially introduce the **Democracy Reloading Strategic Partnership** for municipalities, and present the outcomes and lessons learnt from the *Democracy Reloaded* activities between 2015-2020 (challenges, requirements, opportunities),
- To exchange good practices and Erasmus + projects of youth participation in decision making as tools for developing local democracy,
- To reflect on the use of the Democracy Reloading Toolkit and to identify its further potentials,
- To support the development of relevant national and European networks of stakeholders, practitioners of youth participation in municipal decision-making and local democracy

➤ Four Webinars will be organised to present the Democracy Reloading Toolkit between March and June 2021:

The Webinars are designed for municipality officers and youth workers working in close cooperation with municipalities who want to improve their youth policies, structures and projects engaging young people in municipal decision making. The Webinars aim to support the development of their competences through using the online Toolkit.

18th March, 15.30-17.00 CET; 27th April, 15.30-17.00 CET; 25th May, 15.30-17.00 CET; 17th June, 15.30-17.00 CET

➤ **Module A training course:** This training course will aim to train adequate number of multipliers (trainers, consultants, experts) who will be able to support the implementation of the national activities in coherence with Europe Goes Local objectives and also help municipality officers (and their local allies) who work with youth policies, structures and programs engaging young people in municipal decision making by using the online Toolkit

- **22nd March 2021 14:00-16:00 CET - 1st online activity**

- **17th May 2021** 14:00-16:00 CET - 2nd online activity
- **28th June - 2nd July 2021** - residential training course in Vinci, Italy

➤ **Module B training course:**

This training course is designed especially for municipality officers (and their partners) who want to improve their youth policies, structures and programs engaging young people in municipal decision making with the aim to support the development of their competences (based on the online Toolkit) in youth participation in decision making and in using Erasmus + funding (both on national and international level). This training course will take place from **13-17 September 2021 in Budapest, Hungary**

What do we offer to the social media manager?

- The social media manager can work remotely from anywhere in Europe.
- A agreement of 6.400€ starting from 01st of March 2021 till 31st of October 2021(1 working day/month to work from 01st of April till 30th of June and from 01st September to 31st of October 2021 so 320€ x 4 days x 5 months).
- BIJ has created a facebook page for Democracy Reloading (<https://www.facebook.com/pages/category/Education-Website/Democracy-Reloading-110384340508921/>) and will provide a budget for social media reach out activities
- BIJ will provide communication materials such as social Medias banners, video promotion, tutorial for the toolkit, graphic charter, posters, logos and content material to publish.
- BIJ will provide access to the online Toolkit so the manager can study it properly in order to design the most optimal social media campaign.

Main requirements- desired skills and profile

1. The ability to design and implement a dynamic online campaign adapted to the specific target audiences (municipalities), that reflects the values of Democracy Reloading as well as the European context in which the program fits;
2. The ability to create an engaging narrative around the Toolkit and the experiences lived through it, involving Toolkit users (practitioners) and participants of Democracy Reloading activities,
3. The ability to create a social media campaign strategy covering the contract period,
4. The ability to support national promotion activities of the member agencies of Democracy Reloading Partnership,
4. To have proven experience in:
 - The establishment of a social media communication strategy focused on specific product or program;
 - The creation and maintenance of online community of followers;
 - Be fluent in English (spoken and written)

How to apply?

Applicants should send a CV including information about their experiences in developing online social media campaigns to Laszlo Földi Laszlo.foldi@cfwb.be by max **14/03/2021**. The applicants should also provide a motivation letter and a sample or link(s) to campaigns, website, and blogs.

Application deadline is 14/03/2021. Short-listed candidates will be interviewed on 25 and 26/03 and the final answer for selection will be given on Monday 29/03/21 in order to start working from 01/04/2021.