



**Tasks & Requirements  
For  
Manager/Senior Manager,  
Communications – EMEA  
Location: Brussels, Belgium**

BSA  
20 F Street, NW  
Suite 800  
Washington, DC 20001 USA

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## **Statement of Needs**

BSA is seeking to retain the services of an experienced communications professional located in Brussels, to execute strategic communications/PR activities. The intent of this work is to raise the profile and brand awareness of BSA and its key issues before governments, businesses and media throughout the region (EMEA, with focus on Brussels, UK, France, and Germany), and to support BSA's European policy objectives with proactive, strategic public relations efforts. The three primary functions of this role are writing, PR firm management and events management.

## **Qualifications:**

Applicants are required to hold a degree level or higher in a communications or related discipline, with a minimum of 6 to 8 years' communications experience in a relevant environment. Qualified candidates will have experience in issue-oriented communications strategies, including strong writing skills; a proven track record of pitching and securing top-tier press coverage; experience working with and/or managing PR agencies; and solid project management experience. Native or bilingual English proficiency required; fluency in additional European languages helpful. Familiarity with the software industry a plus.

## **Primary Duties:**

- Serve as primary BSA communications point of contact for the EMEA region.
- Work with Washington, DC headquarters and Brussels policy team to develop and implement BSA's EMEA communications program based in Brussels.
- Craft and execute strategic communications activities and tactics consistent with BSA's global goals that raise BSA's profile as the industry thought-leader in the software and related policy issues space throughout EMEA.
- Manage Brussels-based PR firm and serve as day to day contact, leading weekly calls and tracking progress and deliverables.
- Write and place compelling collateral materials (including but not limited to press releases, statements, op-eds) and track/deliver progress, additionally, write speeches and talking points for BSA executives speaking at events in Europe, including BSA's President and CEO.
- Manage BSA EMEA events program, including identifying sponsorship opportunities, speaking placements for BSA executives and BSA-hosted events.
- Pitch and secure top-tier press interviews for BSA spokespeople, including BSA EMEA staff and executives visiting from Washington, DC.
- Ensure message consistency and maximum exposure for BSA and its issues among media, members, and other stakeholders.
- Engage with BSA members, third parties and industry organizations to develop relationships and enhance BSA's influence in the region.
- Manage EMEA communications budget.
- Other requirements as requested.

## **How to respond:**

Responses, referrals and questions should be emailed to [careers-emea@bsa.org](mailto:careers-emea@bsa.org).

## **About BSA**

BSA | The Software Alliance is the leading advocate for the global software industry before governments and in the international marketplace. Its members are among the world's most innovative companies, creating software solutions that spark the economy and improve modern life. With headquarters in Washington, DC and operations in more than 60 countries, BSA pioneers compliance programs that promote legal software use and advocates for public policies that foster technology innovation and drive growth in the digital economy.