



**DEMOCRACY INTERNATIONAL**

## **Job advertisement: Global Manager for PR and Community building**

**Deadline: 15th February 2017**

### **Description of Democracy International**

Democracy International is a young, dynamic, international non-governmental organisation fighting for more democracy on the transnational level, as well as in regions and nations. We are convinced that empowering citizens is essential to solving the biggest challenges of the 21<sup>st</sup> century. Therefore we campaign and lobby for better electoral laws and for participatory and direct democracy. We also conduct research with partners to find ways to make transnational institutions more democratic. Democracy International's mission includes advising and empowering direct democracy activists and organisations worldwide .

### **Short Job Description**

For our team in Cologne, Germany, we are seeking a manager for our public relation department. The successful candidate will be responsible for two main areas:

- The communication of Democracy International's campaigns and goals through our public channels (social media, website, events and partners);
- The initiation and maintenance of a global democracy community. This includes integrating campaigns, DI's team, and activists around the world—and identifying and projecting out themes that unify the work we do and support

Are you interested in communicating, networking and meeting new people? Apply! We are waiting for you.

### **Background information:**

Democracy International wants people to have the final political power. To that end, Democracy International aims to strengthen direct democracy and citizens' participation on the local, national and transnational levels across the globe. Democracy International stands for a globalization of democracy and a democratization of transnational decision-making processes.

Democracy International seeks to consolidate and foster the development of transnational democratic structures. Since its founding, Democracy International has been campaigning for a more democratic and a more transparent European Union. With our campaign "Democratic Europe Now", we are demanding a new European Convention, which must be transparent and democratic.

Worldwide, we aim to build cross-border support and transnational solidarity among citizens and democracy groups. Democracy International seeks to offer support by sharing expertise and lessons learned through three decades of experience. We are working together with democracy activists and

organisations. As part of our community-building approach, Democracy International is one of the main organisers of the “Global Forum on Modern Direct Democracy”, which is the biggest conference regarding direct democracy in the world. The consolidation and expansion of our network will be one of the main goals for the future.

### **About the role**

The new position requires the following tasks:

- Strategic responsibility regarding the public relations of Democracy International and its many partners and affiliates
- Strong cooperation with all other team members of Democracy International, especially with the spokesperson and the press department
- Managing contents of our website applying Content Management System Drupal
- Creating relevant news and other contents for our website [www.democracy-international.org](http://www.democracy-international.org) and social media channels
- Communicating and distributing news and campaigns of Democracy International
- Support of the campaign departments of Democracy International regarding public relations
- Initiation and maintenance of a global community of democracy activists in collaboration with Democracy Internationals bodies and partners
- Working together with international partners organising joint events, e.g. The Global Forum on Modern Direct Democracy

### **What we expect**

We expect qualified experiences in communication, public relations and networking.

#### What is important to us:

- You have an academic degree in communication, political science or comparable studies
- You have a proven track record that shows your organizational skills: e.g. experiences in Communications and public relations and/or Community building
- You are interested in democracy issues, especially in direct democracy and citizen participation
- You are able to apply different media instruments (Text, Video, Photo, Audio)
- You have intercultural communication skills
- Proficiency in English and in another language (German, French or Spanish) is necessary (Proficiency: C1 level - *Common European Framework of Reference for Languages: Learning, Teaching, Assessment* (CEFR))
- You have experience working with Content Management Systems (preferred Drupal)
- You have experiences with online marketing tools (e.g. Google AdGrants)
- You have a quick grasp in understanding new software and online tools
- You are a team player
- You enjoy travelling
- You are flexible, reliable and able to cope with pressure

## **Terms and conditions**

After a probation period of 6 months, the position will be full time (5 days a week) with a permanent contract.

The office will be in Cologne, Germany.

The start date for the new position will be as soon as possible.

The salary will be on an NGO level.

## **How to apply**

To apply, we ask you to send us a single-page work sample, which shows us your writing skills and professional knowledge. Please answer one of the following questions:

- From your perspective, what are the challenges for modern democracies today?
- In your role as the PR manager, which steps would you initiate to create maximum attention when launching a new online campaign?

Please send us the work sample, your CV, cover letter and complementing materials by email to [mueller@democracy-international.org](mailto:mueller@democracy-international.org). For further questions and for more details about the vacancy, please contact us via the same email address or by phone: 0049 2203 59 28 67 (Andreas Müller)