



Campaign Manager - Born Green Generation

Job title	Campaign Manager - Born Green Generation
Location	The position will be based at HCWH Europe's office in Brussels. Remote working will be considered for exceptional candidates.
Eligibility	All candidates must hold the right to work in Belgium, the EU or the UK
Hours	Full-time HCWH Europe operates a four-day week (8h/day) to aid productivity and support a better work-life balance.
Salary & benefits	Up to €3,570 gross per month, dependent on qualifications and experience. HCWH Europe offers a competitive salary with additional benefits such as: a flexible work schedule, meal vouchers, monthly travel support, hospitalisation insurance, holiday payment, and a 13-month salary.
Closing date	Closing date for applications Friday 3 May 17:00 CET HCWH Europe reserves the right to close the application process upon selection of a suitable candidate; early applications are therefore encouraged.
Starting date	As soon as possible

About Health Care Without Harm (HCWH) Europe

HCWH Europe is a non-profit organisation that works to transform healthcare worldwide so that it reduces its environmental footprint, becomes a community anchor for sustainability and a leader in the global movement for environmental health and justice.

HCWH has offices in Europe, US, and Asia as well as a global team that works across all regions. HCWH works closely with health professionals, hospitals, healthcare systems, NGOs, local government, ministries of health and international organisations. HCWH Europe is active in 27 countries of the WHO Euro region and has a growing number of members. The HCWH Europe office is located in Brussels, Belgium.

For more information, visit: www.noharm-europe.org

Position overview

This is an exciting opportunity for an experienced and driven Campaign Manager to galvanise action towards safer and more sustainable pre and post-natal care. Your campaigning efforts for our ground-breaking [Born Green Generation](#) project will reach a wide range of audiences across Europe and beyond, driving actions to help protect the most vulnerable from the harmful effects of unnecessary exposure to plastic and toxic chemicals.

Our bold ambition:

“By 2030, the first generation of babies in over a century in Europe will be born free of plastic pollution and toxic chemicals thanks to a new model of medical best practice that creates the safest and most sustainable maternity, neonatal and paediatric wards and embeds environmental health approaches and behaviours among healthcare professionals and parents.”

In this new position, you will lead and manage campaigning activities for the Born Green Generation project, which is being delivered through our Circular Healthcare programme. Reporting to the Head of Communications, you will work in close partnership with the Circular Healthcare Programme Manager and Communications Officer, as well as the wider project team and communications agency.

Planned to run for a minimum of three years, the project is in its early phases, giving you the opportunity to develop, shape and execute the campaign strategy. You will regularly engage with project partners, funders and HCWH Europe’s leadership team to report on progress and ensure that the reach and impact of the project is maximised.

You will bring significant experience in the creation of compelling campaigns that engage and drive wide-scale behaviour change. As an organised and confident communicator, you will effectively manage relationships with creative partners and other third parties. By developing strong relationships with project stakeholders and partner organisations, you will build a coalition of advocates and grow the movement for toxic-free pre and post-natal care.

While the core focus of this role is to maximise the reach and impact of the Born Green Generation project, you will also provide guidance and support to team members working on HCWH Europe’s other Circular Healthcare projects and other programmes as needed: Climate-smart Healthcare and Safer Pharma.

Key responsibilities:

1. Develop and lead the implementation of an effective campaigning strategy for the Born Green Generation initiative that will engage the project's varied audiences (including healthcare professionals, parents, and policy-makers) and maximise impact over the next three years.
2. Lead the scale-up of the EU-wide #plasticfreehealthcare campaign launched in 2023. Develop an awareness-raising campaign that promotes the pledge and encourages healthcare providers to take action. Monitor and report on the successful growth of this initiative.
3. Support the Plastics and Chemical Policy Coordinator's activities to drive political engagement and advocacy for the Born Green Generation project, including development of effective messaging and materials.
4. Proactively build and develop relationships with project stakeholders, partners, funders and policy-makers, building a coalition of motivated advocates across Europe.
5. Partner with the Communications team to develop engaging and high-quality materials, including written recommendations, press releases, position statements, publications and briefings, that effectively communicate the project's messages and motivate action.
6. Maintain up-to-date awareness of the Born Green Generation campaigning landscape (public, media, political and legislative), identifying, advising, and acting upon opportunities and challenges.
7. Collaborate with the Communications team to maximise media opportunities for the initiative. Manage all aspects of media relations, including pitching stories, arranging interviews, press conferences and crisis management.
8. Work closely with the Born Green Generation Project Manager and Director of Programmes to ensure that project plans, budgets and staffing plans are developed and well-managed.
9. Build, maintain, and oversee effective relationships with third parties, including the project's lead communications agency.
10. Regularly measure, monitor and report on campaign progress, evaluating outcomes and adjusting activities as necessary.

11. Provide expertise around political engagement and campaigning to Programme teams, senior management and the Board of Directors.
12. Act as a line manager, mentor and coach to team members, providing regular feedback and support, and cultivating a culture of excellence and teamwork.
13. Ensure that all campaigning activities align with HCWH's style, tone and visual identity, and are credible, evidence-based and compliant with relevant regulations.
14. Represent the organisation and the Born Green Generation initiative, participating in conferences, meetings, and events within Europe and internationally as required.
15. Carry out any other duties that may reasonably be required in the light of the main purpose of the job.

Required qualifications and experience

- 5+ years' experience in advocacy campaign management, preferably within the non-profit sector / international organisations.
- University/higher education degree in a relevant field such as communications, international relations, political science or public policy.
- A campaign specialist with experience driving cultural change and mobilising diverse campaigners to achieve objectives.
- Strong understanding of policy issues / the political landscape in Europe.
- Experience or interest in health/environmental issues.

Knowledge, skills, and abilities

- Fluent English (verbal and written) is mandatory for this role; working knowledge of other European languages would be an advantage.
- Confident operating in an international context.
- Ability to think strategically and creatively.
- Excellent all-round communications skills.
- Strong project management and multitasking abilities, managing multiple, often tight deadlines.

Rewards and benefits

We care about you and want you to perform at your best, which is why we offer a unique and highly competitive package, including a range of sector-leading benefits. As well as a highly competitive salary, (discretionary) annual bonus option, pension provision, medical cover and accident-at-work coverage, you'll have access to a range of flexible-working benefits to help you look after all aspects of your well-being and give you the freedom and flexibility to find the best solutions for you, your family, and your individual needs.

We are also working hard to create an inclusive culture that is grounded in our mission to create a more sustainable healthcare sector. We aim to encourage people from all backgrounds to work with us and are particularly interested in hearing from people from minority backgrounds and all socio-economic sections of society.

How to apply

All candidates must demonstrate that they hold the existing right to work in Belgium or the EU.

TPP Recruitment is handling all applications for this role. If you would like to speak about this role in more detail, please contact Kate Maunder on 0044 207 198 6030 or email kate.maunder@tpp.co.uk.

Please note that only candidates selected for an interview will be contacted.