



EEE-YFU
European Educational Exchanges
Youth for Understanding

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CALL FOR YES 2017 EXTERNAL COMMUNICATION LEADER

The Young Europeans' Seminar



The Young Europeans' Seminar aims to contribute to the development of young global citizens through learning and volunteering together in a spirit of international friendship.

The Young Europeans' Seminar (YES) is a yearly massive intercultural get-together for over 500 European exchange students at the end of their school year, all put together by a team of over 100 YFU volunteers. The YES is a unique opportunity to reunite with old friends from all over Europe and make new ones, creating a bridge between the exchange year and the return home. It's a fun learning experience

where students explore what it means to be a citizen of the world through diverse interactive learning activities. The international team of volunteers creates a unique spirit and an amazingly motivational experience for everyone at the YES.

Role Description

The External Communication Leader has been a new role since 2016, created to increase the visibility of the YES and its outreach, both within the YFU community and with the broader public.

Communicating the YES effectively is crucial to make the event more appealing and to attract a large number of students, in particular from the YES 2017 onwards, since for many students the YES will be no longer included in the exchange programme price.

The External Communication Leader is a member of the Content Team, as well as of the Core Preparation Team. For this reason, this role has to be selected at an earlier stage, so to be active since the very beginning in the preparation of the next YES.

As an External Communication Leader, your tasks will be to:

- elaborate, with the YES Project Co-ordinator, a YES Communication Plan, with clear objectives, activities, target groups, communication channels and deadlines;
- elaborate and lead an on-line "count-down campaign" leading to the YES;
- manage the YES page on EEE-YFU website, ensure that it contains up-to-date information, posts, pictures and contents;
- manage the YES Facebook page, ensure that the profile is active, engaging and visited;
- raise the YES public profile through other channels (social media, local media, etc.);
- help National Organisations promote the YES among their students by providing relevant promotional materials, if needed;
- encourage YES volunteers and students to write posts, share pictures, memories, and short videos (also distributing specific tasks to the team members);
- produce content for external communication (stories, posts, visual content, etc.);
- work in collaboration with other volunteers in charge of communication (like, for example, the Video-Team and the YES! Mag Team), in order to ensure consistent, quality and synergic communication of the YES;

EEE-YFU is an international non-profit organisation under Belgian law (AISBL) and is the umbrella organisation of Youth for Understanding (YFU) in Europe. YFU advances intercultural understanding, mutual respect, and social responsibility through educational exchanges for youth, families, and communities. EEE-YFU works to support its member organisations to grow as quality and sustainable organisations. Through educational activities, advocacy and networking, EEE-YFU supports member organisations to develop stronger volunteer networks and leadership, have a greater influence on policy, increase the recognition of YFU, and be relevant and innovative in response to an evolving European society.

- during the YES, ensure immediate coverage of activities and news-worthy stories;
- preparing your part of the YES Final report.

Requirements

As an External Communication Leader, you ideally should:

- have an educational background in Communications or Marketing (preferable);
- have some previous work or volunteer experience in social media management and/or external communication;
- have a sound understanding of communication/ social media strategies;
- be able to manage a website effectively;
- be able to organise, plan ahead and manage multiple tasks at the same time;
- have experience or strong will to coach team members and delegate tasks;
- be well-suited for team work;
- have strong interpersonal skills, networking skills, and ability to communicate in an effective and engaging way with young people;
- be proactive, creative, and able to think outside the box
- be fluent in English (both spoken and written).

How to apply

If you feel you meet the requirements listed above, please apply via the [on-line application form](#).

The deadline to apply is **7th July 2016**. Selection interviews are held after mid-July and the final decision is made at the beginning of August.