



AVOCATS SANS FRONTIERES IS LOOKING FOR ITS NEW

Head of Communication

- Location: [Brussels](#)
- Reports to: [General Director](#)
- Department: [Management Committee](#)
- Contract Type: [1-year fixed-term \(renewable into permanent contract\)](#)
- Application deadline: [31st August 2025](#)

Our organization

Avocats Sans Frontières (ASF) is an international non-governmental organization founded in Belgium in 1992. ASF supports access to justice, the realization of human rights, and the fight against injustice in countries where human rights are under threat. ASF operates in around ten countries across Europe and Africa and employs approximately 110 people in several offices (Belgium, Italy, Tunisia, Morocco, the Democratic Republic of the Congo, Niger, the Central African Republic, Uganda, and Kenya). General coordination is handled from the Brussels office.

1. Organizational Context and Strategic Challenges

In an increasingly unstable global environment, civil society organizations are facing unprecedented threats. Conflicts, shrinking civic space, and institutional fatigue are challenging the very foundations of international law and human rights. Simultaneously, Europe is experiencing a concerning retreat from its founding values.

Over the past five years, institutional and traditional donor funding for the organization has declined by two-thirds. For ASF, this highlights the urgent need to diversify its funding sources and strengthen financial autonomy while maintaining operational independence and advocacy capacity.

In this context, communication becomes a strategic lever, both to strengthen the organization's public positioning and to mobilize individual and private donors. It is within this framework that ASF is recruiting an experienced Head of Communication to support this transition.

2. Main Objective of the Role

The Head of Communication plays a central role in defining and implementing ASF's external communication strategy in order to:

- Increase the organization's visibility and credibility;
- Diversify and grow the base of private and individual donors;
- Restore and strengthen internal communication and team cohesion across multiple countries.

This position combines strategic vision, operational leadership, and team management, with a strong focus on external influence and organizational sustainability.

3. Position Within the Organization

- Reports directly to the Executive Director
- Member of the Management Committee
- Lead a communication team of 2 people (in two different countries)
- Oversees 1 to 4 interns per year, and potentially student fundraisers

4. Key Responsibilities

A. Strategic Communication and Positioning

- Define and promote ASF's unique added value (holistic human rights approach, legal expertise, grassroots presence) in collaboration with experts and direction (country, region and coordination) ;
- Lead impactful external communication aligned with ASF's advocacy goals;
- Ensure visibility of field activities and human rights violations;
- Integrate the Human Rights-Based Approach (HRBA) into all communications;
- Contribute to ASF's advocacy strategy and public positioning.

B. Communication for Fundraising

- Design and implement targeted communication campaigns to support individual and private fundraising;
- Develop tailored messaging for various audiences (Belgium, Europe, Sub-Saharan Africa, Mediterranean);
- Create compelling materials (flyers, visuals, forms, digital content, etc.);
- Organize fundraising events during professional gatherings (legal forums, conferences, etc.);
- Define timelines and indicators for short- and medium-term monitoring.

C. Departmental Leadership

- Lead and structure the communication department;
- Clarify team roles and responsibilities;
- Set individual objectives and support professional development;
- Collaborate with HR on recruitment (interns, students, etc.);
- Ensure consistency between communication, advocacy, and fundraising efforts.

D. Internal Communication and Organizational Cohesion

- Restore smooth and effective internal communication between teams;
- Strengthen team engagement with ASF's mission and vision;
- Actively participate in annual strategic retreats;
- Oversee production of the annual report and other internal documents;
- Support governance and community life (connection-building, member engagement, etc.).

5. Required Competencies

A. Knowledge

- University or high school degree in Communication is essential;
- Strong knowledge of human rights and/or international law (a law degree is a plus);
- Familiarity with the international cooperation sector and civil society challenges;
- Good understanding of ASF's areas of intervention (field experience is a plus);
- Knowledge of Belgian and international media, and relevant social networks;
- Good knowledge of the Belgian legal framework applicable to non-profits (ASBLs).

B. Technical and Managerial Skills

- At least 10 years of experience in communication leadership roles;
- Proven experience in team management;
- Ability to develop and implement a communication strategy from A to Z;
- Excellent writing, storytelling, and campaign design skills;
- Proficiency in digital tools and modern communication platforms;
- Demonstrated experience in engaging and retaining private donors;
- Ability to conduct trainings and capacity-building sessions for staff;
- Fluency in at least 3 languages included French and English (additional languages are a plus).

C. Personal and Behavioral Qualities

- Strategic leadership;
- Charismatic communicator;
- Supportive and structured manager;
- Creative and proactive;
- Organized and detail-oriented;
- Skilled negotiator and influencer;
- Strong commitment to human rights and social justice;
- Willing to travel up to 25% of the time to countries of operation.

What We Offer

- A strategic role at the heart of a committed and evolving organization;
- A dynamic, passionate international team;
- High autonomy to structure and grow the communication department;
- Exposure to major human rights challenges ;
- A gross monthly salary between €5,132.48 and €5,286.45 depending on experience ;
- One meal voucher per working day;
- 25 days of annual leave based on a full calendar year and a full-time contract + compensatory leave policy for work-related travel abroad;
- Telework allowance;
- 100% reimbursement of public transportation costs or mileage allowance, depending on the chosen mode of transport and in accordance with legal provisions (CP 329.02) ;
- Hospitalization insurance for you and your family;
- Group insurance plan.



How to Apply

Please send your CV, cover letter, and availability to job@asf.be, mentioning “**Head of Communication**” in the subject line, by **August 31, 2025**.

ASF reserves the right to close the recruitment process before the application deadline. Due to limited HR capacity, only shortlisted candidates will be contacted. Thank you for your understanding.