Call for Offers: Social Media & Communications Services

Campaign: Save the Blue Heart of Europe
Type of contract: Service contract with an independent contractor (freelance, no employment relationship)
Place of performance: Remote – from your own workplace, Europe-based
Start of services: January 2027
Contract term: 12 months (January–December 2027), with a growing scope of services and the clear intention of a long-term collaboration (contract renewal for 2028 and beyond)

About the assignment

We are seeking a self-motivated and enthusiastic **Social Media & Communications Specialist** to support the **Save the Blue Heart of Europe** campaign as an independent contractor, with the intention of a long-term collaboration. From January to September 2027, you work alongside our current communications coordinator to get to know the campaign, taking over the campaign communication step-by-step. From October 2027 you cover the full scope. We are investing this time because we intend to work with you long-term.

About the campaign

The **Save the Blue Heart of Europe** campaign is an international initiative dedicated to protecting the Balkan Rivers, the "Blue Heart" of European freshwater biodiversity. Stretching across Bosnia & Herzegovina, Serbia, Kosovo, Montenegro, North Macedonia and Albania, the region boasts Europe's most intact free-flowing river systems. However, these pristine ecosystems face unprecedented threats from thousands of proposed hydropower projects.

Co-coordinated by the conservation organisations **Riverwatch** (Austria) and **EuroNatur** (Germany) alongside local partner NGOs across the Balkan peninsula, the campaign combines international political lobbying, legal action, scientific field studies, grassroots activist support and public outreach to secure permanent protection for these unique freshwater ecosystems.

Scope of services

- **Social media management:** Plan, draft, and schedule engaging content across all campaign channels, including Instagram, Facebook and LinkedIn.
- **Website management:** Update and maintain the campaign website, including news posts, campaign pages and content uploads.
- **Content creation:** Produce compelling short-form copy, graphics, and multimedia assets centred on environmental policy, river conservation, field actions, and scientific drops.

- **Community engagement:** Monitor social channels, engage with online audiences, and foster campaign partnerships.
- **Multi-campaign coordination:** Efficiently manage and prioritise assets, timelines, and deliverables across multiple overlapping campaign tracks and regional sub-initiatives simultaneously.
- **Proactive project ownership:** Demonstrate strong self-direction by anticipating upcoming campaign beats, identifying media/content opportunities, and driving projects forward independently.
- **Collaboration:** Liaise and coordinate with diverse, multi-country partner organisations, field teams, and local activists across the Balkan region and broader Europe.
- **Full scope (from October 2027):** Overall campaign communications services, e.g. communications planning, press work and newsletter content, in addition to the services above.

Estimated workload

To help you plan your capacity and calculate your offer, we estimate the effort needed to deliver the services as follows. These figures are estimates for planning purposes, not fixed working hours.

- **January–July 2027 (orientation):** approx. 60 hours per month
- **August–September 2027 (transition):** gradually increasing as the scope of services expands (approximately 80 hours in August and 96 hours in September)
- **From October 2027 (full scope):** up to approx. 112 hours per month

How we work together

- You decide when, where and how you deliver the agreed services. There are no fixed working hours or attendance requirements
- Content priorities and key campaign moments are agreed jointly, for example in a monthly planning call.
- You work with your own equipment and software.

What we are looking for

- **Language Proficiency: Fluent English** (written and spoken) is required. Working knowledge of **Balkan languages** and/or **German** is a plus, but not required.
- **Experience:** Proven track record in digital storytelling, social media management, or NGO communications.
- **Commitment:** Looking for a professional interested in a **long-term commitment** with growing responsibility over time.
- **Proactive & adaptive mindset:** A self-starter who takes initiative without waiting for explicit step-by-step instruction, able to troubleshoot logistics and adapt quickly to shifting campaign landscapes.
- **Organisational skills:** Ability to manage complex content schedules across several

overlapping campaign tracks and regional initiatives, with close attention to detail.
- **Cross-cultural communication:** Experience working effectively within international, multi-cultural, or multi-lingual team structures.
- **Motivation:** A passion for river conservation and environmental advocacy

Interested?

Please send your CV, a motivation letter, samples of your social media/digital content work as well as an offer to **roxanne.diaz@euronatur.org, cornelia.wieser@riverwatch.eu and annette.spangenberg@euronatur.org**. Offers will be reviewed on a rolling basis, with a final deadline of **13 December 2026**.