

Digital Communications Consultant

Department:
Communications & Digital

Location:
Zagreb

Education Level:
University Degree (Bachelor)

Deadline:
09-01-2026

Country:
Croatia

Ecorys Croatia specialises in consultancy, research, analytical work, and strategic communications for European institutions and agencies. We are an international, socially responsible, employee-owned organisation with over 90 years of experience. Our teams work on high-impact policies that improve lives across Europe and beyond.

Ecorys has a long and well-established track record of supporting the European Commission in public policy communications. We deliver a wide range of digital communication services including strategic campaigns, paid and organic social media, online advertising, influencer partnerships, email marketing, and web content.

Our work spans multiple EU policy areas such as energy and environment, agriculture, education and training, employment and social affairs, civil society, consumer protection, entrepreneurship, industrial innovation and SMEs.

We are now looking for a **Digital Communications Consultant** to support the delivery of innovative and insight-driven digital activities across the Ecorys group. The post holder will play a key role within the Digital Communications Team, coordinating and delivering paid and organic campaigns for high-profile clients at EU level.

The role will be based in Zagreb and will form part of the team reporting to the Digital & Communications Director.

Responsibilities

The Digital Communications Consultant will support and be responsible for:

Digital Campaign Delivery

- Coordinating and delivering digital and social media contracts and assignments, with a focus on paid campaign execution.
- Creating paid media strategies and delivering **EU-wide paid campaigns** across channels including **Meta, Google, LinkedIn, TikTok and Spotify**.
- Providing expert advice on how digital and social media can effectively reach and engage target audiences.
- Managing day-to-day delivery of online activities, including planning, testing, optimisation and performance monitoring.

Content & Platform Management

- Coordinating content development for web and social media platforms, working closely with editorial teams, designers and policy experts.
- Overseeing community management and ensuring consistent messaging and quality across digital outputs.

Paid Media & Budget Oversight

- Managing social media advertising budgets and ensuring efficient use of resources across multiple platforms.
- Using tools such as **Google Ads Manager, Meta Ads Manager and LinkedIn Campaign Manager** to set up, monitor and optimise campaigns.
- Conducting A/B testing, refining targeting, and seeking performance improvements wherever possible.

Analytics & Reporting

- Monitoring digital communications performance, analysing data and contributing to clear, insightful reports.
- Using platform analytics and dashboards to inform strategy, targeting and content improvements.

Stakeholder & Partner Coordination

- Liaising with clients, partners and external suppliers to ensure seamless delivery of activities.
- Supporting collaboration across internal teams, including coordination with subcontractors and creative providers.
- Working with influencers when relevant, including elements of contracting, negotiation and coordination.

Profile
Essential

- Experience in supporting the creation, management, delivery and monitoring of **paid and organic digital communication campaigns**.
- Experience in using social media and other digital channels to **reach and engage online audiences**.
- Hands-on experience with **Google Ads Manager, Meta Ads Manager and LinkedIn Campaign Manager**.
- Experience or strong affinity with working with influencers (contracting, negotiations, coordination).
- Solid understanding of the digital landscape, platform trends and emerging technological advances.
- Proven ability to lead on contracts, work independently and manage multiple tasks effectively.
- Excellent interpersonal, communication and presentation skills.
- A degree in a relevant field or at least 3 years' professional experience.
- Excellent coordination and organisational skills with strong attention to detail.
- The ideal candidate has proven **client-facing experience**, preferably within an agency or consultancy environment.

Ecorys offers its employees a professional, stimulating and learning environment and scope to develop. We are a highly international, socially responsible, and employee-owned organisation. Ecorys has an informal workplace atmosphere. You will generally work in teams alongside professional and enthusiastic colleagues.

We offer you a full position in Zagreb under a Croatian working contract. You will enjoy a good work-life balance and take advantage of our hybrid work policy, which allows for remote work up to 2 days per week.

We encourage interested and qualified candidates to submit their CV and 1-page cover letter in English via our online application form by 5pm on Friday 9th January 2026.

If you would like to find out more about this opportunity and our company, please visit our website: <https://www.ecorys.com>