

## **EQUASS Manager**

***A business development, community-building, marketing and quality-management leadership role.***

*This is an 80% position based in Brussels*

*Initial temporary contract to permanent contract*

*Starting date: As soon as possible in October*

The [European Quality in Social Services \(EQUASS\)](#), an initiative of the European Platform for Rehabilitation (EPR), enhances the social sector by engaging social service providers in continuous improvement, learning and development, to guarantee service users quality of services throughout Europe. EQUASS is now looking for a new Manager.

### **Purpose of the role:**

The EQUASS Manager is responsible for the strategic development, promotion, growth and operational management of the EQUASS quality system, owned by EPR, across Europe.

The role focuses on expanding the community of EQUASS-certified service providers, driving client acquisition, increasing brand visibility, developing strategic partnerships and ensuring the successful delivery and continuous improvement of EQUASS certification, training, and auditing services.

The EQUASS Manager leads the implementation of an ambitious growth and marketing strategy while ensuring the quality, consistency, and sustainability of the EQUASS system.

### **Key Responsibilities:**

#### **Strategic Development and Growth**

- Develop and implement the EQUASS growth strategy to significantly increase the number of certified organisations and clients based on the EQUASS business plan approved by the EPR Board.
- Identify and develop new business opportunities, markets, and strategic partnerships.
- Develop relationships with national authorities, service provider federations, social service organisations and other relevant stakeholders.
- Monitor market trends and identify opportunities for the expansion and innovation of EQUASS services.
- Execute annual growth targets approved by the EPR Board.

#### **Marketing**

- Implement an ambitious marketing and communication strategy to strengthen the EQUASS brand and increase visibility.
- Lead client acquisition campaigns aimed at increasing the number of certifications and services delivered.

- Develop marketing materials, success stories, case studies, and promotional campaigns with support from EQUASS Admin.
- Oversee website content, social media presence, newsletters, and digital marketing activities with EQUASS Admin.

### **Community Building and Stakeholder Engagement**

- Create, develop, and animate a vibrant international EQUASS Community of Practice for certified organisations.
- Foster engagement among certified service providers through dedicated actions (i.e. webinars; networking opportunities; knowledge-sharing opportunities)
- Strengthen relationships with existing clients to increase retention and satisfaction.
- Build and maintain strong relationships with:
  - National Representatives (ENRs)
  - Auditors
  - Trainers
  - Technical Experts
  - Certified Organisations
  - European and international stakeholders

### **Communications**

- Identify opportunities and promote EQUASS at conferences, events, webinars, and sectoral meetings.
- Monitor and measure the impact of marketing and communication activities.

### **Certification Operations and Quality Management**

- Oversee the delivery of EQUASS certification, auditing, training, and consultancy activities supported by EQUASS Admin.
- Coordinate and support auditors, trainers, experts, and review teams.
- Ensure the quality, consistency, and integrity of certification processes.
- Support the development and launch of new EQUASS products, standards, and services.
- Ensure all operational procedures and supporting documentation are updated and available supported by EQUASS Admin.

### **Project, Contract and Financial Management**

- Manage contracts and agreements with consultants, auditors, trainers, and partners supported by EQUASS Admin.
- Prepare annual operational plans, budgets, and financial forecasts.
- Monitor income, expenditure, and profitability of EQUASS activities.
- Ensure timely reporting against operational and strategic objectives.
- Manage commissioning processes and procurement were required.

### **Information Management and Internal Coordination**

- Oversee internal information and document management systems.
- Ensure effective use of digital collaboration and document exchange platforms supported by EQUASS Admin.

- Coordinate internal communication and reporting processes.
- Contribute to the overall strategic objectives of EQUASS.

## **Skills**

### ***Essential***

- Fluent spoken and written English
- University degree or equivalent professional experience
- At least 5 years' professional working experience
- Excellent communication and negotiation skills, proven record of consensus building
- Proven experience in business development, client acquisition, or market expansion.
- Demonstrated success in implementing marketing and communication strategies that deliver measurable growth.
- Strong stakeholder engagement and partnership-building experience.
- Experience managing professional networks, communities, or membership-based organisations.
- Strong project and contract management skills.
- Experience managing consultants, experts, and multidisciplinary teams.
- Experience in budgeting, financial planning, monitoring, and reporting.
- Strong strategic thinking and entrepreneurial mindset.
- Excellent organisational and coordination skills.
- Ability to work independently and proactively in an international environment.
- Advanced MS Office skills and proficiency with digital communication platforms.

### **Desirable Skills and Experience**

- Knowledge of quality assurance systems, certification schemes, or accreditation processes.
- Experience in social services, disability, employment, health, education, or inclusion sectors.
- Experience managing European or international projects and partnerships.
- Knowledge of CRM and digital marketing tools.
- Experience in community management and stakeholder engagement.
- Additional European languages.
- Strong commitment to non-discrimination, inclusion, and equal opportunities for persons with disabilities and people in vulnerable situations.

*If you would like to apply for this position, please send a cover letter addressing how you meet the skills and position requirements and send it together with your CV by email with subject 'EQUASS Manager Application' to [equass@equass.be](mailto:equass@equass.be) by Friday, 4<sup>th</sup> September at 5PM CEST. Only selected candidates will be contacted. Interviews will take place on the week of 14<sup>th</sup> September.*

*Contract for this position will be according to Belgian law. The position can be based in Brussels but there is flexibility for teleworking or being based in another European city. The salary for this 80% role will be initially around 3900EUR gross and could increase over time according to business development and success. We have a good remuneration package that goes*



*according to experience. EPR offers great opportunities to learn and work with a fantastic network of engaged members, innovators and change makers for inclusion.*

*EPR is an equal opportunities employer and people with a disability are strongly encouraged to apply. EPR is committed to make all reasonable adjustments needed.*

*EPR commits to carefully handle the privacy and data protection of natural persons whose personal data is processed by EPR.*