

# Role Description

## Director General to the European Paper Packaging Alliance

### Position summary

The role of Director General to the European Paper Packaging Alliance (EPPA) is to lead the association and support the industry in its aims and objectives to ensure the effective promotion and protection of the European Paper Food Packaging industry to ensure a sustainable and economic future whilst contributing to the European Green Deal, circular bioeconomy and a climate neutral Europe.

Working under the primary guidance of the President and also the Vice President(s) and reporting to the Executive Committee and membership to undertake the duties set out below.

### Organisational context

The European Paper Packaging Alliance is a not-for-profit food and foodservice packaging association that contributes towards the EU's overarching targets and key priorities.

Our vision:

*EPPA is an alliance for the fibre-based food service packaging value chain. It promotes renewable, low carbon and recyclable solutions that ensure food safety and hygiene; that reduce food waste; and that meet consumer and societal needs.*

*EPPA engages with European stakeholders with expertise and science-based evidence relevant for policy development.*

*EPPA collaborates closely with other fibre-based packaging associations.*

### Accountability

To the President, the Vice President(s), the Executive Committee and the membership.

### Key responsibilities

To lead the association and drive the implementation of EPPA Public Affairs and Communications strategies including the establishment of the Brussels office. To take an active role in the activities of the Association including the following:

#### 1. Advocacy and Public Affairs:

- Developing, implementing, and coordinating the EPPA advocacy strategy and plan related to specific policy and legislation in the European Union (Member States and the UK) as defined by the Executive Committee.
- Collating and disseminating information relating to legislation to ensure the industry is well informed and alerted to upcoming opportunities and challenges.
- Engage with key stakeholders to support or prevent such legislation that is relevant to the industry, including:

- Services of the European Commission (DG ENV and other DGs), as well as Members of the College and their cabinets engaged in activity that relates to the paper packaging industry
- Members of the European Parliament, their advisors and staff, its committees (e.g. ENV & ITRE) and political parliamentary groups
- Relevant Member State (MS) representatives
- The UK government and its devolved governments and departments and organisations as might be required on a case-by-case basis
- Other decision makers, think-tanks, influencers and NGOs as may be required to understand, communicate, support and challenge legislation and information which might affect the industry in a positive or negative manner.
- Engage with other relevant trade bodies to present the industry in a positive and collaborative manner with a view to possible joint promotion of common goals.
- Participate and act as the EPPA representative in alliances with other associations (such as, but not limited to, Fibre Packaging Europe).
- Monitor, engage and advocate on portfolio of priority policies focused on food packaging and circular economy
- Build and manage relationships with policy makers, key influencers, packaging value chain etc
- Coordinate EU packaging related advocacy

## **2. External and Internal Communication:**

- Act as an advocate of the industry at EU level, focusing on traditional and digital media at the Brussels and European Capitals level.
- Act as the central point of contact between EPPA and industry at large, informing all relevant parties of current activity and communications.
- To comment as required to enquiries from media/marketing/PR/general interest.
- In conjunction with other external organisations organise information as might be needed by the membership regarding work of EPPA and legislation.
- Ensure that enquiries from members, Media or other organisations are directed as appropriate.

## **3. Policy and Regulation**

- Ensure that efficient information flows to the President, the Vice President(s), the Executive Committee and membership, working with the appointed secretariat to the organisation, such as:
  - To gather intelligence and advise on potential risks and threats that may be emerging or specific legislation
  - To inform on the developing landscape regarding EU directives that are likely to affect the industry
  - To provide updates on meetings / discussions and communications
- Participate in Sub Committee work groups as needed
  - To coordinate, advise and inform in relation to their work streams
  - To ensure alignment across all Sub Committee work groups
  - To ensure alignment with Executive Committee priorities

#### **4. Association Management**

- With the President, develop the agenda for all EPPA meetings and ensure communicating these prior to any event in a timely manner.
- Act as the Secretary of the Association and ensure proper minutes, compliance and governance rules are followed as per EPPA' articles of association and other relevant governance documents.
- Prepare an annual budget and work programme together with the President and approved by the Executive Committee.
- Manage procurement / tender processes and third-party suppliers
- When required, chair subcommittee meetings.
- To communicate with interested outside parties and with the President, work to increase the membership of EPPA.
- Ensure information security and back up is employed within the organisation.
- Ensure budgetary discipline of the Association's funds.
- Manage EPPA's procurement activities in alignment with EPPA's Governance.

#### **Profile, competencies and experience:**

- A confident, articulate leader with the knowledge and understanding of the role of trade associations, public policy, advocacy, communications and campaigns.
- A leader that believes in consensus driven decision-making and understands the need to represent all EPPA members fairly and transparently
- In-depth insight into European policy landscape and with the know how to use influence for success;
  - Strong belief in the principles of the organisation, understanding of the role of paper-based packaging, in the foodservice industry and the ability to understand and interpret legislation and governmental activity to best engage and advise the membership of EPPA.
  - Strong organisational skills and a proven ability to work independently in an environment of multiple challenges and demands.
  - Excellent advocacy and communication skills and a strong network of contacts within EU institutions and/or the relevant sectors with a proven ability to work with senior figures from all relevant stakeholders:
    - The European Union - along with Member States, the UK government and its associated organisations as required by the Executive Committee
    - Wider industry and relevant trade bodies
    - NGOs and other interested parties as may be relevant
  - Understanding and experience of public affairs and stakeholder management and working to develop strategically beneficial partnerships with a wide range of organisations

The person is responsible, alongside the President, the Vice President(s) and the Executive Committee, for the overall success and implementation of the EPPA objectives to the satisfaction of the membership.

#### **Essential Requirements:**

- An experienced professional with experience (min. 10-15 years) of working in industry, associations and / or government / EU Institutions. Previous experience in trade association will be a plus.

- Excellent knowledge and understanding of the EU machinery as well as strong lobbying experience
- Be prepared to get 'hands on operationally' and make things happen!
- Must possess the ability to implement operational plans and meet targets and deadlines
- Essential qualities include:
  - Changing and Improving
  - Leading and Communicating
  - Collaborating and Partnering
  - Interpersonal Savvy
  - Organizing & planning
  - Delivering at Pace
- Superb writing, speaking, presentation and editing skills in English, especially under pressure. Working proficiency in other European languages desirable but not essential
- Location: This role is based in Brussels.

**Ideal:**

- Experience in the paper or packaging industry or in the food / foodservice industry is an asset but not mandatory.
- Similar roles within an associated industry and / or trade organisation are also encouraged to apply.
- A recognized expert in environmental policies such as circular economy, waste management, recycling, energy, sustainability, etc.
- English a must, other EU languages considered a plus.

**Compensation:**

Terms to be agreed with the successful candidate.