

Job Title: European Campaign and Partnership Manager

Location: EuropeActive Headquarters Brussels

Contract: Full-time, Permanent

Starting Date: September/October 2026

About EuropeActive

EuropeActive is the leading not-for-profit organisation representing Europe's health, fitness and physical activity sector. Through our network, the sector serves more than 75 million consumers across over 67,000 facilities and generates more than €39 billion annually.

Our mission is to get **More People, More Active, More Often** by addressing physical inactivity and supporting a professional, innovative and sustainable sector.

EuropeActive delivers this mission through four connected pillars:

- **Advocacy:** representing the sector before EU institutions, the OECD, the WHO and civil society, and contributing to European sport, health and employment policy.
- **Standards & Education:** advancing professional standards through the European Fitness Sector Qualifications Framework, EREPS and FITcert®.
- **Research & Knowledge:** producing industry-leading research, including the annual European Health & Fitness Market Report, consumer insights and benchmark studies.
- **Events & Community:** bringing the sector together through flagship events, networking and knowledge exchange.

The Role

Physical inactivity is a growing public health, social and economic challenge across Europe. We are looking for an experienced and ambitious Campaign Manager to lead the next stage of growth and impact of our flagship **#BEACTIVE DAY** campaign.

#BEACTIVE DAY is one of Europe's largest physical activity campaigns, currently engaging more than 850,000 participants annually. Our ambition is to reach more than two million participants over the next five years.

The European Campaign and Partnership Manager will lead the campaign's strategy, development and delivery across Europe. This is a visible role offering significant responsibility and autonomy, with the opportunity to create measurable societal impact through physical activity.

You will work closely with EuropeActive's National Associations, President's Council and leadership team, as well as European institutions, commercial partners, civil society organisations and media.

Key Responsibilities

Campaign Strategy and Delivery

- Develop and implement the long-term strategy for #BEACTIVE DAY.
- Set annual participation, engagement and impact targets.
- Lead the planning, delivery and evaluation of the campaign.
- Coordinate activities with National Associations and delivery partners across Europe.
- Develop scalable initiatives, toolkits and implementation guidance.
- Expand year-round engagement across fitness clubs, municipalities, schools, workplaces and communities.
- Ensure consistent campaign branding, messaging and quality standards.
- Manage timelines, budgets, suppliers and external agencies.

Stakeholder and Institutional Engagement

- Build trusted relationships with National Associations, the President's Council and sector stakeholders.
- Manage relationships with the European Commission, particularly DG EAC – Sport.
- Engage with European Parliament stakeholders and other European institutions where relevant.
- Develop partnerships with sport, health and physical activity organisations, NGOs, civil society, commercial partners and media.
- Represent EuropeActive and #BEACTIVE DAY at conferences, meetings and events across Europe.

Partnerships, Fundraising and EU Funding

- Develop a sustainable fundraising strategy to support campaign growth.
- Work with EuropeActive's sales and partnerships team to secure sponsors and strategic partners.
- Identify funding opportunities from companies, foundations, public institutions and EU programmes.
- Prepare sponsorship proposals, partnership packages and grant applications.
- Build long-term partner relationships and provide strong sponsor stewardship.
- Manage funded projects, cross-border partners and reporting requirements.

Communications, Impact and Reporting

- Work with the communications team on annual planning, media outreach and digital activation.
- Support the development of campaign materials, presentations, speeches and stakeholder communications.
- Monitor performance through clear KPIs and impact measurement.
- Report regularly to EuropeActive's leadership, partners and funders.
- Manage risks and ensure delivery on time and within budget.

What You Bring

Essential

- A university degree in sports management, public health, communications, business, European affairs, marketing or a related field.
- Three to five years' experience in campaign, programme or stakeholder management.
- Experience managing complex international or European projects involving multiple stakeholders.
- Experience working with membership organisations, associations or European networks.
- A track record of delivering public campaigns and growing participation or engagement.
- Experience in partnership development, fundraising or sponsorship.
- Experience preparing or managing EU-funded projects.
- Strong project, budget and event-management skills.
- Understanding of behaviour-change campaigns, communications and impact measurement.
- Excellent written and spoken English, with strong presentation, negotiation and public-speaking skills.

You are strategic and entrepreneurial, able to turn ambition into delivery and build trusted relationships. You are collaborative, politically aware, resilient and motivated by improving physical activity and public health.

Desirable

- Experience working with the European Commission or other European institutions.
- Experience within a European association or federation.
- Knowledge of Erasmus+ Sport and European sport and physical activity policy.
- Experience managing cross-border partnerships.
- An existing network within European sport, health or physical activity communities.
- Additional European languages, particularly French or German.

How Success Will Be Measured

Success will include progress towards two million participants; stronger National Association and partner engagement; increased sponsorship and EU funding; greater media reach and digital engagement; high stakeholder satisfaction; on-time, on-budget delivery; and the campaign's long-term sustainability.

Benefits

- Hospitalisation insurance
- Group pension insurance
- Meal vouchers
- Public transport reimbursement or mobility budget
- 28 days of annual leave
- Professional development budget
- Mobile phone and laptop

How to Apply

Please submit:

- Your CV
- A one-page motivation letter outlining your relevant experience and motivation
- Your current level of salary

Applicants must already have the right to work in Belgium.

Applications will be reviewed on a rolling basis, and early applications are encouraged. First-round interviews may begin during the week of 24 August 2026. Only shortlisted candidates will be contacted.

Application deadline: 30 August 2026