

Communication Specialist

[APPLiA Italia – Associazione Produttori Elettrodomestici](#) is looking for a talented Communication Specialist with a passion for storytelling, a creative strategic mind, and an understanding of the power of social and digital media.

Location: Milan, Italy (Hybrid)

About APPLiA Italia

APPLiA Italia is the trade Association representing home appliance and catering equipment manufacturers in Italy. We have over 120 Members and we are part of Confindustria. APPLiA Italia promotes the industry's mission to advance sustainable lifestyles, increasing appliance performance while reducing its impact on the environment. It plays an active role in the fields of sustainability, circular economy, energy efficiency, ecodesign, energy labelling, e-waste, resource management, chemicals, digital economy, trade, consumer protection, safety, and standardisation.

Position summary

The successful applicant will report to the Director General and assist the team in developing and implementing PR plans, managing social and digital media platforms, designing creative campaigns, preparing analytics reports and drafting content for online and offline use.

What you'll do

- Draft quality materials including newsletters, articles, press releases, presentations and speaking points;
- Maintain and enhance social and digital channels – including regular strategic reviews of digital performance (analytics), editorial calendars, community engagement, digital campaigns;
- Design and deliver innovative multi-channel campaigns with a great impact;
- Basic media relations – media pitching, story monitoring and relationship engagement with sector and national press.
- Able to establish, develop and maintain relationships with both members of the association and external relevant stakeholders;
- Support in the organisation of events;
- Assist in day-to-day operations.



Where you shine

- Bachelor or Master's Degree in relevant fields; ideally two to three years of experience with some tangible communications practice;
- Talented writer with excellent command of Italian and English (written and oral);
- Practical social media experience – both in planning strategies and creating impactful content is a must;
- High level of IT literacy, including Google Docs, MS Office, Adobe, InDesign to produce documents and presentations and familiarity with online media; video-editing skills are an asset;
- Strong passion for communications and interest in learning about the home appliance and catering equipment industry.

Why us

If you are interested in working in a solid organisation embedded in an international network, dealing with the key issues on the Italian and European political agenda, with the possibility of liaising with the corporate and institutional world at a high level, this is a great opportunity. We offer a competitive salary commensurate with experience and possibility of hybrid working.

To apply, **please send your CV** (no Europass format), **motivation letter (1 page max) and one work sample** (e.g. social media/ video / press release / writing sample etc.) to katia.debiaggi@appliainitalia.it

Applications will be evaluated on a rolling basis, therefore you are encouraged to send yours as soon as it is ready.

Due to the high number of applications, please note that only the selected candidates will be notified for further process and interview.