



Ben Ray

Native English language writer and communicator specialising in clear, engaging and effective communications texts with a creative edge.

Holds over three years of experience in communications within and around the institutions. Has written speeches for various figures within the European Parliament's administration as well as material for senior officials including President Metsola. An award-winning English language poet and reviewer with three published poetry collections. Currently CA FG III, registered for FG IV EPSO/CAST/P/11/2017 applicant number 4587477.

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Explore my writing portfolio: www.benray.eu

● PROFESSIONAL EXPERIENCE

11/01/2021 – ongoing (*Brussels*)

Copywriter and Project Manager (CAST FGIII) - European Parliament (Secretariat, DG Communication, Concept & Design Unit)

- Drafting, editing and proofing speeches and other communications material for use across the European Parliament, communicating complex ideas in an engaging and accessible way for citizens (texts include, inter alia: articles, briefings, speaking points, forewords, scripts, exhibition panel texts, presentations, webpages, programme names, image captions, slogans, Call To Actions, hashtags, project proposals). To view my writing, explore my portfolio
- Drafting long-form texts for senior members of the European Parliament, including European Parliament President Roberta Metsola
- Working to tight deadlines under pressure and reacting quickly to feedback to create strong and effective text
- Working with colleagues across the Parliament's administration and with representatives of various EU institutions in both Brussels and Luxembourg to create communications material
- Developing and implementing comprehensive communication guidelines and a brand identity for the European Parliament, including an tone of voice to capture the 'vocal style' of the institution
- Coordinating, managing and implementing communication strategy, including multiple projects and long-term campaigns simultaneously from inception to delivery

15/06/2020 – 20/12/2020 (*Brussels*)

Communications Officer - RE-Source Platform, a clean energy forum

- Drafting, proofing and publishing articles, website text, newsletters, social media content and other materials
- Planning and constructing a new company website
- Responding to media requests and working with stakeholders from across various companies
- Administrating the social media channels of the RE-Source platform by producing creative and attractive content
- Utilising social media marketing tools such as paid promotion and SEOs
- Developing and implementing awareness raising and communications campaigns
- Helping to organise and run major events including the annual RE- Source Event, workshops in different member states, trainings and webinars including dissemination, registration, logistics, feedback collection

01/03/2020 – 15/06/2020 (*Brussels*)

Communications Assistant - European Commission (DG Communication, Unit B.1: Strategic Communications & Corporate Campaigns)

- Drafting, writing, editing and proofreading short, engaging texts combatting disinformation around the Coronavirus
- Communicating complex information on disinformation surrounding the pandemic to the public through short, clear, simple content, including explaining the €800 billion temporary recovery instrument designed to tackle the economic and social damage of the pandemic
- Managing official social media platforms
- Monitoring the media landscape to understand what disinformation was most prevalent across Europe
- Assisting in creating and communicating a coordinated online response to disinformation surrounding the pandemic

01/10/2019 – 29/02/2020 (*Brussels*)

Blue Book Trainee - European Research Council Executive Agency (Communications Unit)

- Drafting, editing and proofreading speeches, newsletters, press releases, articles, briefs and online content and the targeting of specific audiences

● EXTRA-PROFESSIONAL ACHIEVEMENTS

Political communications specialist

- Leader of a workshop on creativity in speechwriting at the *Speechwriters & Business Communicators Conference* with the European Speechwriter Network (*Booked for 2023*)
- Leader of a two-day communications workshop for staff of the European Consumer Centers Network (*2022*)
- Leader of a series of communication workshops for members of the European Committee of the Regions at the *European Week of Regions and Cities (2022)*
- Speaker at the European Commission's *Clear Writing for Europe Conference (2022)*
- Leader of a workshop on creativity in EU communication at the *Writers Festival of Belgium (2022)*
- Attendee at *Speechwriters & Business Communicators Conference* with the European Speechwriter Network (*2022*)
- Published two articles on speechwriting in communicator Tom Moylan's newsletter *Speaking Moylanguage (2021)*
- Panelist on Tom Moylan's *Speechwriting 101* online panel discussion (*2021*)
- Member of the Brussels PenMasters speechwriters circle and the European Speechwriter Network

EU affairs journalism

- Published several journalistic pieces on culture and EU topics on European affairs sites including *Are We Europe*
- Appeared several times on the EU affairs podcast *EU Scream* discussing the EU, communications and poetry
- Interviewed by the European Campaign Playbook network as part of their communicators series

Prizewinning published poet, reviewer and workshop leader

- A professional prizewinning poet with three collections published in the United Kingdom and with book reviews and articles on poetry published in numerous literary journals
- Winner of the 2019 New Poets Prize with publisher *The Poetry Business*
- Organised poetry workshops and readings at several British literary festivals both in person and online

● EDUCATION AND TRAINING

01/04/2022 – 03/04/2022 (Cambridge, United Kingdom)

2022 Speechwriters & Business Communicators Conference - European Speechwriter Network

Winner of second prize in the Fred Metcalfe Memorial Trophy after-dinner speech competition

11/01/2022 – 12/01/2022 (Online)

Copywriting Masterclass - The Chartered Institute of Marketing

01/07/2019 – 30/07/2020 (Luxembourg)

EIB Summer School: Strategic Investments in Europe - European Investment Bank

01/10/2018 – 15/06/2019 (Warsaw, Poland)

Master of Arts in European Interdisciplinary Studies - College of Europe

Majored in European Public Affairs and Policy: a focus on EU environmental and climate policy

01/10/2014 – 01/06/2017 (Oxford, United Kingdom)

Bachelor of Arts in History - University of Oxford

● LANGUAGES

English: native

French: B2

Croatian: A2

German: A2

CEFR Language Level