

Application Form - Communication Assistant Call ESU

January,
2026

Document Type **Other** ▾

Av. de Tervueren 155
1150 Brussels

tel.: +32 2 893 25 45
fax.: +32 2 893 25 45

secretariat@esu-online.org
www.esu-online.org

Motivation Form

A. Basic Information

1. Full name
2. Email address
3. Country of residence
4. Are you currently enrolled in higher education or a recent graduate?

B. Motivation & Fit

5. Why do you want to work as a Communication Assistant at ESU, and what does student representation at the European level mean to you?

D. Values & Ways of Working

10. ESU works in a diverse, international, and politically engaged environment. How do you ensure your communication is inclusive and accessible?

Practical Exercise

Communication Exercise – Social Media & Messaging

Scenario:

Across Europe, students are facing a growing housing crisis: rising rents, lack of affordable accommodation, discrimination in the housing market, and increasing insecurity. ESU is launching a communication push to highlight the issue at the European level and advocate for student-centred housing policies.

Task:

Create a short communication package (**MAX. one Page**) consisting of:

1. **One Instagram post caption**
2. **One key message** (1–2 sentences) that could be reused across platforms.
3. **One call to action** encouraging students to engage (e.g. share, comment, sign up, learn more).
4. **Visual Campaign Ideas and Division:** which platforms, how many posts, which format, what would be in the visuals, etc.

You do not need to create visuals. Focus on content, clarity, and tone.