

EEAS

NOTICE OF VACANCIES

For a post of

cost-free SECONDED NATIONAL EXPERT

in EEAS – EUROPEAN EXTERNAL ACTION SERVICE

**Central contact point for applications by e-mail:
Division EEAS.BA.HR.2 – SNE-HQ@eeas.europa.eu**

**Vacant post for job profile “Strategic communications in the Arab world” /
Poste vacant pour le profil d’emploi “Communications stratégiques dans le
monde arabe”**

DIVISION	N° post SYSPER2	Comments
EEAS.SG.AFFGEN.1 Strategic Communications Division	tbc	Libre/vacant

END/SNE – JOB DESCRIPTION

Job Framework

Job Title: SNE – Strategic communications in the Arab World

Job Location: Strategic Communications Division, EEAS HQ

Job Number:

Area of activity: Strategic Communications in the Arab World

Category: AD

Duration of secondment: one year (extendable)

Job Content

Overall purpose:

Based within the EEAS Strategic Communications Division, the expert will work within a dedicated team in order to enhance overall EU communication efforts towards the MENA region and devise Public Diplomacy campaigns to improve the EU's outreach and communication with the Arab World under the umbrella of the **StratCom South Task Force**. He/she will be required to work closely with relevant policy divisions of the EEAS, in particular the divisions dealing with the MENA region, the European Commission (DG NEAR and other Commission DGs) and EU Delegations in the MENA region. He/she will provide support to the EU Delegations, the EU's political leadership, Spokespersons Services and Member State communications experts.

Functions and Duties:

The expert will assist/contribute to:

- Analysis of the perception on the EU in the MENA region and monitoring of reporting on EU policies and values/interests in the region
- Promotion of closer cooperation and synergies between the EEAS and the European Commission in their efforts towards an effective EU strategic communications in the Arab world
- Work with relevant EU Institutions and bodies on strategic medium-long term activities including region-wide and individual country communication campaigns
- Assistance to EU delegations in the development of coherent and focused strategic communications action plans, targeted to priority audiences, addressing local perceptions or perception gaps
- In this context, development of EU "narratives" to communicate the benefits of EU policies and EU values and interests in the region
- Development of Public Diplomacy and communications campaigns and products (notably in Arabic) on specific issues and priorities, tailor-made for each Delegation

Job Requirements

Education and Training: A university diploma in communications, journalism, political science, or a related field

Knowledge and Experience: Candidates should ideally be able to demonstrate good knowledge and experience in both of the following areas:

- current political and cultural context in the MENA region and the EU's policies and positions towards these countries.
- communications or public diplomacy (for instance strategic communication, media relations, campaigning, content production, advertising, online marketing, social media management and audiovisual content development)

Knowledge of EU institutions, related decisional processes, EU external action and EU enlargement policies would be an asset.

Skills

<u>Linguistic skills:</u>	Thorough knowledge of Arabic, English and/or French is required.
<u>Communication skills:</u>	Capacity to work and communicate under time constraints in a multilingual international diplomatic environment. Creativity.
<u>Interpersonal skills:</u>	Teamwork and capacity to coordinate with other teams and multiple stakeholders.
<u>Intellectual skills:</u>	Solid analytical capability as well as excellent drafting and reporting skills. Rapid grasp of problems and capacity to identify issues and solutions.
<u>Management skills:</u>	Management of a budget and effective work with contractors.
<u>Computer skills:</u>	Microsoft Office softwares (Outlook, Word, Excel, Powerpoint) required. Knowledge of graphic design software (Adobe Photoshop/Illustrator) an asset.
<u>Social media skills:</u>	Knowledge of Twitter and Facebook, and social media analytics an asset.

Personal Qualities

Dynamic, creative, motivated and flexible personality capable of developing fruitful working relationships in an inter-cultural environment. Capacity to adapt quickly to new situations and deal with new challenges.