

**EEAS**

**NOTICE OF VACANCIES**

For 2 posts 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](mailto:SNE-HQ@eeas.europa.eu)**

**Vacant posts for job profile “Policy Officer” /  
Postes vacants pour le profil d’emploi “ Communications stratégiques dans la  
région Asia-Pacifique”**

Managing Directorate/ Division	N° post SYSPER2	Comments
<b>EEAS.SG.AFFGEN.1 Strategic Communications Division</b>	2 posts	Libres/vacant

## END/SNE-JOB DESCRIPTION

### Job Framework

Job Title: SNE – Strategic communication expert for the Asia Pacific region

Job Location: Strategic communications Division, EEAS HQ

Job Number: tbc

Area of activity: Strategic communication expert for the Asia Pacific region

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 to enhance overall EU communication efforts towards the Asia Pacific region and devise Public Diplomacy campaigns and materials to improve the EU's outreach and communication with the Asia Pacific and its fast-changing media environment. He/she will be required to work closely with relevant policy divisions of the EEAS, in particular the Managing Director for Asia and the Pacific and the Advisor to the MD for ASEM and strategic communications. In addition, he/she will work closely with the European Commission, EU Delegations in the 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 Asia Pacific 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 communication in the Asia Pacific region and explaining the EU's Asia engagement to EU target audiences
- 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 and of the value of deeper engagement in Asia to EU citizens
- Development of Public Diplomacy and communications campaigns and products 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:

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

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

## **Skills**

Communication skills: Capacity to work and communicate under time constraints in a multilingual international diplomatic environment. Creativity.

Social media skills: Through knowledge of Twitter and Facebook, and social media analytics is required.

Linguistic skills: Thorough English is required. Knowledge of Asian language(s) an advantage

Interpersonal skills: Teamwork and capacity to coordinate with other teams and multiple stakeholders.

Intellectual skills: Solid analytical capability as well as excellent drafting and reporting skills. Rapid grasp of problems and capacity to identify issues and solutions.

Management skills: Management of a budget and effective work with contractors.

Computer skills: Microsoft Office softwares (Outlook, Word, Excel, Powerpoint) required. Knowledge of graphic design software (Adobe Photoshop/Illustrator) 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.