



Terms of Reference

Position Title:	Head of Communication and Spokesperson
Position Reference Number:	IS2020/06
Direct Supervisor:	EUSR in BiH
Duty Station:	Sarajevo, Bosnia and Herzegovina
Position available:	ASAP

The powers and authorities of the EUSR and the powers and authorities of the Head of European Union Delegation in Bosnia and Herzegovina are vested in the same person. The EUSR's mandate includes facilitating progress on political, economic and European priorities in close coordination with European Commission and EEAS in order to ensure consistency with other relevant activities falling within the competence of the Union.

The Head of Communication and Spokesperson is responsible for developing and implementing strategic communication plans on the EU policy priorities and public relations using the wide range of tools and media available. The Head is responsible to ensure the strategic use of communication as a central and integrated consideration in our operational engagement plans. The Head will lead, guide and assist the other sections who carry the responsibility of their respective policy areas and portfolios.

The EUSR mandate includes to 'coordinate and implement the Union's communication efforts on EU issues towards the public in BiH' and to 'promote the process of EU integration through targeted public diplomacy and EU outreach activities designed to ensure a broader understanding and support from the BiH public on EU related matters'. In accordance with this, the Head of Communication and Spokesperson will, under the direction of the EUSR, work in close conjunction with the Commission and the EEAS.

The EUSR modus operandi and internal organisation will necessarily evolve in accordance with decisions of the Council and in relation to the challenges the EUSR meets in BiH. The outlined role and functions are therefore typical but not exclusive and the EUSR reserves the right to reasonably amend those stated here within in a view to ensure that all Union instruments in the field are applied coherently to attain the Union's policy objectives.

Typical Duties and Responsibilities:

- Spokesperson for the EUSR in BiH;
- Leadership on EU communications strategy implementation in BiH, including close liaison with the HQ BxIs interlocutors and EU family in BiH, including leadership on public diplomacy actions.
- Media relations with both local and international press and other public opinion influencers, principal point of contact for all BiH and foreign press.
- Manage the Communications team staff, project resources and related responsibilities, including effective internal communications in collaboration with the Executive Office of the EUSR/HoD.
- Stakeholder mapping and effective communications targeting, public opinion analysis.
- Effective coordination with EU BxIs and EU family in BiH.

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- Media relations with both local and regional press and other public opinion influencers, principal press point of contact.
- Manage the Communications team staff, project resources and related responsibilities, including effective internal communications in collaboration with the Executive Office of the EUSR/HoD.
- Stakeholder mapping and effective communications targeting, public opinion analysis.
- Effective coordination with the EU Institutions, EU family in BiH and international community partners in the country
- Other tasks as reasonably assigned by the EUSR.

Professional Requirements/Qualifications:

- University Degree in a relevant domain, communications related, international relations, political sciences or other related to the post.
- Preferably at least 10 years of relevant professional experience in public sector communications.
- Good knowledge of the European Union institutions and EU related policies for Enlargement, South Eastern Europe, Western Balkans and BiH.
- Good understanding of the BiH political and economic environment and/or other working experience(s) in Western Balkans.

Competencies & Attributes:

- Good experience of interacting with interlocutors at senior government/ministerial level;
- A team-player; taking initiative and working in team setting with high sense of confidentiality and flexibility;
- Willingness to work long hours with focus on results and objectives;
- Ability to operate independently;
- Excellent communication and reporting skills in English language [both spoken and written];
- ICT skills commensurate with the scope of the post;
- Excellent interpersonal and leadership skills to interact within multicultural environment;
- Knowledge of the official languages of Bosnia and Herzegovina is an asset;

General conditions:

- National of a Member State of the European Union;
- The Candidate will need to be in possession of a necessary level of security clearance (EU Secret or equivalent) for the post. Further advice may be provided upon request;
- The Candidate will need to be certified medically fit for employment by a competent authority/person in the country of the candidate's residence.