



**European Committee
of the Regions**

Brussels, 23/05/2019

VACANCY NOTICE No CDR/AD5-AD11/26/19

concerning a post of

ADMINISTRATOR (M/F)

in the Directorate for Communication

Press officers and relations with media Unit

Publication under Article 29(1)(a), (b) and (c) of the Staff Regulations

1. **Vacancy:** AD5 – AD11
Type of post: Administrator: press officer and campaign manager

2. **Working environment:**

"All politics is local" and nowhere is this more true than in the European Union (EU). The Committee of the Regions (CoR) brings together elected members from Europe's cities, regions and local authorities. Our mission in the Communication Directorate is to serve the political communication needs of those politicians in the EU, who are closest to the people. In this context, the Directorate is responsible for developing and implementing concepts and strategies to highlight the results of the CoR's legislative and political activities, through various communication tools such as media relations, conferences and events, digital communication (including web-based communication and social media), and publications. Equally important, the Directorate is responsible for measuring and mainstreaming the communication across the CoR.

With roughly 50 staff members and an annual budget of EUR 2 million, our work is concentrated in three units:

- a) Unit D.1, the media relations team pursues positive visibility for CoR members;
- b) Unit D.2, our events unit serves not just the CoR, but the broader inter-institutional cause of explaining the EU and offering networking space to regions and cities;
- c) Unit D.3, the social, digital media and publications unit connects the CoR members and their localities with the EU institutions in Brussels.

Composed by 16 staff members, the Press officers and media relations unit (D1) of the CoR is in charge of all aspects related to the relations with journalists and media, the organisation of press conferences or interviews, the support to communication activities of members and the coordination of audio-visual services (videos, TV, photos).

3. **Brief description of main responsibilities:**

Under direct supervision of the head of unit and in close cooperation with the other team members, the official will be responsible for relations with the media, especially Italian speaking media. As a campaign manager, he/she will especially lead the coordination of one particular campaign (starting with the current campaign #2 – cohesion and budget), by conceiving, elaborating and managing internal and external information and communication activities and projects aiming to introduce and promote policies, programmes and activities of the CoR, in the broader context of the official communication strategy.

4. **Duties:**

Assigned to the Press officers and media relations unit, the official will be responsible for implementing the priorities set by the yearly communication plan, performing media related tasks based on general guidelines, political agenda and communication priorities, under the authority of the head of unit. His/her main working language will be Italian. Such tasks will include:

Managing a communication campaign, as project leader:

- Coordinating relationships with relevant stakeholders.
- Cooperating with other communication services.
- Conceiving, monitoring and implementing proper plans and timelines.
- Promoting the main objectives of the campaigns.
- Measuring output and results.

Relations with local, regional, national and Brussels-based media:

- Write press releases, articles and other information materials to be disseminated to the media.
- Manage media partnerships with Italian media.
- Establish and maintain contacts with journalists and the media; answer journalist questions and requests, such as interviews with the Committee of the regions (CoR)'s President and members.
- Plan and organise press conferences.

Organisation of events and partnership activities:

- Establish inter-institutional relations especially with the press offices of other institutions, to coordinate communication and information strategies and to share best practices and information.

Contribution to CoR's social media activities:

- Liaise with the CoR's social media service and provide relevant input when necessary.
- Support and edit input into the production of CoR audio-visual products.

5. **Who can apply (eligibility criteria)?**

On the closing date for applications and without prejudice to the other provisions of Article 28 of the Staff Regulations, each applicant to a permanent position within the CoR must prove that he/she is an established official of the European Union or a successful candidate in either an EPSO competition for officials or a CoR internal competition of an appropriate grade¹.

6. **Qualifications and skills required:**

- Very good knowledge of fields relating to the communication and press activities of the EU and/or its Member States; a relevant working experience in these fields would be an important asset;
- Very good knowledge of the European institutions and EU policies;
- Good knowledge of the CoR's activities, workings and political priorities;
- Excellent knowledge of the press corps in Brussels, based on proved experience;
- Proven capacity to work with elected politicians to ensure maximum positive visibility for the EU;
- Proven tenacity to look beyond day-to-day setbacks and narrow policy points to identify and exploit broader political communication potential;
- Proven ability to deploy key communication assets across multiple communication channels as a coherent campaign;
- Very good drafting skills (press releases, memos, minutes, draft speeches, etc.), notably in Italian and English;
- Good IT skills: MS Word, email, internet/intranet, Excel, Powerpoint, Sharepoint. Ability to work with databases;
- Thorough knowledge of an official language of the European Union and at least a satisfactory knowledge of another official language of the European Union. For functional reasons, thorough knowledge of Italian is required (mother tongue level);
- Ability to think ahead, organize and prioritize;
- Good interpersonal skills.

7. **Applications:**

All applicants for this vacancy must complete in full the electronic application form available at <https://candpvc.cor.europa.eu/FormPVC.aspx?m=i&culture=en>.

To be valid, the application must be complete and accompanied by an **up-to-date CV, a cover letter** and all of the following supporting documents:

- Applicants submitting an application under Article 29(1)(a)(i) – **transfer** (established officials of the CoR only): proof of current grade;

¹ Candidates on EPSO reserve lists which are not available to the CoR will not be considered.

- Applicants submitting an application under Article 29(1)(a)(ii) – appointment in accordance with Article 45a (**certification**): proof of current grade, proof of successful completion of certification procedure (only for posts in the AD function group);
- Applicants submitting an application under Article 29(1)(a)(iii) – **promotion** (established officials of the CoR only): proof of current grade which must be immediately below the minimum range of grades defined for this vacancy. The applicant must have occupied his or her current grade for at least two years on the closing date for this vacancy;
- Applicants submitting an application under Article 29(1)(b) – **inter-institutional transfer**: proof of current grade in institution of origin;
- Applicants who have passed an **EPSO competition for officials or a CoR internal competition**: number of EPSO/CoR competition, candidate number, proof of passing an EPSO/CoR competition for the function group and grade mentioned in this vacancy.

8. **Closing date for applications:** **14/06/2019 at noon (Brussels time)**

9. **Comments:**

- The appointing authority will first consider applications submitted under Article 29(1)(a) of the Staff Regulations, then applications submitted under Article 29(1)(b) (inter-institutional transfer) and finally applications from candidates who have passed an EPSO competition² and/or internal competition; by derogation from paragraph (1)(a) of Article 29 of the Staff Regulations, laureates of internal competitions published under Article 29(3) of the Staff Regulations will be considered in parallel with transfers of officials within the institution.
- The post will be filled according to budgetary availabilities

Only duly completed applications that meet the eligibility criteria specified in point 5 of this vacancy notice will be taken into consideration in establishing a list of suitable candidates who may be invited for interview. No application that is incomplete or submitted after the deadline for applications will be considered.

Please note that only those candidates selected for an interview by the requesting service will be contacted in person.

If you have not been contacted within six weeks following the deadline of the vacancy notice, please consider your application unsuccessful.

The personal data contained in applications shall be handled in accordance with European data protection legislation.

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Article 29(1)(b) of the Staff Regulations offers officials the possibility of requesting a transfer to another institution or agency at any time during their career. However, candidates are reminded that, in the interests of the service, the transfer of newly recruited officials less than two years after they first take up their duties is only possible in exceptional cases and for properly substantiated reasons; each individual case has to be submitted for approval to the official's original institution or agency and to the institution or agency to which he/she wishes to transfer.

The Committee of the Regions (CoR) is the political assembly which allows the views of regional and local authorities to be heard when European Union policies are being devised and legislation drafted. It is an advisory body that was created in 1994. Its consultative role allows its 350 members, and through them the regional and local authorities they represent, to take part in the EU decision-making process.

As an employer, the CoR applies a policy of equal opportunities, precluding any discrimination, and is also committed to protecting the environment.

The Secretary-General

(signed)

Jiří BURIÁNEK