



European Committee
of the Regions

Human Resources and Finance

VACANCY NOTICE N° COR/AD9-AD12/6/21

Head of Unit¹

Directorate	Directorate for Communication
Unit	Press office, relations with media Unit
Vacancy	AD9—AD12
Type of post	HEAD OF UNIT
	Publication under Article 29(1)(a), (b) and (c) of the Staff Regulations
Date of publication	05/03/2021
Deadline:	09/04/2021 at noon (Brussels time GMT + 1)

Your job and responsibilities

Interested in managing political and strategic developments specifically regarding media relations and audio-visual projects while leading a high-professional team? Do you like working with many and varied political and administrative stakeholders at both local and European Union (EU) level?

As a Head of Unit your main responsibilities are:

- **Leadership/Supervisory Role:** you are the leader of the press and audio-visual teams, and responsible for setting goals and objectives, role delegation, and establishing priorities. As the Head of the Press Office you are an important interlocutor between the team and the political groups, the President's cabinet, the cabinet of the Secretary-General and other departments. You are also responsible for the creation and promotion of a departmental culture that promotes integrity, performance, teamwork and commitment to quality and innovation;
- **Strategy:** you provide a strategic framework for the development, implementation and integration of media relations activity and audio-visual production. You also play the role of broadening awareness of these strategies and increase visibility of press and audio-visual priorities within the European Committee of the Regions (CoR) and to key stakeholders;
- **Media Relations:** you actively and personally engage, cultivate and manage strong daily press relations with EU, national and local journalists. You are a key coordinator of press activities all along the year and offer editorial guidance on media relations issues to all staff. You also provide strategic insights for the video/photo coverage aimed at audio-visual press and video/photo production aimed at corporate communication.

Who are we? What are the challenges for us ahead?

"All politics is local" and nowhere is this more true than in the EU. The CoR brings together elected members from Europe's cities, regions and local authorities. Our mission in the Directorate for Communication is to serve the political communication needs of those politicians in the EU, who are closest to the people. There are one million elected

¹ Any reference to a person of the male sex shall be deemed also to constitute a reference to a person of the female sex.

politicians in the EU and the Directorate is responsible for developing and implementing concepts and strategies to highlight the results of the CoR's legislative and political activities, and offer voice to these "first citizens".

We have different 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 60 staff members and an annual budget of EUR 2 million, our work is concentrated in four units:

D.1 - Coordination, planning, impact, outreach strategy Unit;

D.1 - Press office, relations with media Unit;

D.2 - Events and local dialogues Unit;

D.3 - Digital communication and IT strategy Unit.

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

Our main activity is to develop three CoR communication campaigns based on the CoR's guidelines 2020-2025. Through the plenary sessions and flagship on-site and online events, these campaigns convey key messages on the role of local politicians in EU politics (including during the pandemic), the future of the EU budget (including the recovery plan), and the importance of local and regional authorities for the delivery of a sustainable Europe.

Our challenges ahead are better connecting communication with politics, politicians and policy together with further development of innovative ways of engagement with local and regional politicians across the EU, and positioning the CoR as a valuable contributor to the Conference on the Future of Europe, European Green Deal, and post-COVID-19 economic recovery.

Are you the talent we are looking for?

- You have a strong record of delivery in a complex public authority or organisation where a proactive approach to media relations is taken;
- You possess a demonstrable experience of having successfully led, motivated and developed a team of professionals;
- You have a strong experience in front line communications (press, PR, media partnerships and audio-visual communication) and media experience, covering proactive strategic and tactical planning, crisis management and rapid rebuttal across all media;
- You have a high political sensitivity and the ability to understand dynamics, strengths and constraints of a political institution and to prioritise accordingly with service orientation;
- You have experience interacting with numerous media outlets and external partners;
- You have excellent communication skills and are able to ensure effective communication within your team and in you relations with internal stakeholders;
- You have strong interpersonal skills and are able to ensure your various interactions are smooth and uncomplicated as well as an effective execution of your leadership role;
- You have a deep knowledge of CoR activities and policies, and strong appreciation of the different political stakeholders;
- You show a very good knowledge of the European institutions and EU policies;

- You have a thorough knowledge of one of the official languages of the European Union and a satisfactory knowledge of another of the EU official languages. For functional reasons, a high level of English is required and a good level of French is desirable;
- You have a good command of IT applications and tools (such as Outlook, Excel, Word, Business Objects, and SharePoint) as well as the ABAC financial management system.

Two step selection process

A selection panel will assess the applications received by the deadline. All eligible applicants will be invited to an interview with the panel. Based on the results of this interview, a shortlist of 3 candidates will be proposed to the Secretary-General.

The Secretary-General will meet individually all the shortlisted candidates and will decide which one will be proposed to carry out the duties of Head of Unit.

Are you interested in this challenge?

If you have the skills we are looking for and think you fit the profile above, please apply using the online application form: <https://candpvc.cor.europa.eu/FormPVC.aspx?m=i&culture=en> before noon on 09/04/2021.

Please remember to read carefully the appendix to this vacancy announcement.

The Secretary-General

(signed)

Petr Blížkovský

The [European 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 which was created in 1994. Its consultative role allows its 329 members, and through them the regional and local authorities they represent, to take part in the EU decision-making process.
