



European Committee
of the Regions

Human Resources and Finance

VACANCY NOTICE N° COR/AST1-AST7/17/21

Assistant¹

Directorate	Directorate D - Communication
Unit	Unit D.3 - Digital Communication and IT strategy
Vacancy	AST1-AST7
Type of post	ASSISTANT
	Publication under Article 29(1)(a),(b) and (c) of the Staff Regulations
Date of publication	12/05/2021
Deadline:	11/06/2021 at noon (Brussels time GMT + 1)

Your job and responsibilities

Webmaster (internet & intranet) and email outreach manager in the European Committee of the Regions (CoR)

- You are an experienced webmaster who wants to play a key role within a dynamic, ambitious and creative team;
- Thanks to your excellent communication skills, you will receive and handle daily requests to update our [website](#) and intranet. You will handle them smoothly, in a timely manner and provide clear feedback to all stakeholders. Where relevant, you will provide further guidelines and recommendations on how to best write and display information on the web and the intranet;
- Interacting with both our "clients" and all team members in D.3, you will share your passion for the web and internal communication. You will progressively contribute to building a strong internal expertise in web writing and web design and shape the future versions of the CoR's intranet and internet;
- You will also work in close relationship with our web developers to improve the management of our website, simplify processes and improve quality;
- You will own email outreach campaign execution, email conversion and template improvements with a view to reach to the one million locally and regionally elected politicians across Europe;
- You will be closely involved and/or possibly lead projects related to our website and intranet, from the revamp of certain sections or pages, to the launch of new features and projects (blog, videos, web streaming, communication campaigns);
- You will enrich our team with your experience, ideas, pro-activity, attention to details and positive attitude.

Brief description of main responsibilities:

You will assume responsibility in particular for the following tasks:

- **Edit and update the CoR website**
 - Receive, edit and process requests for publication on a daily basis using Microsoft SharePoint. This includes publication and editing in 24 languages, edition web page content, publication of documents, etc.;
 - Rationalize web content and update obsolete content;
 - Manage our homepage content planning (Members carousel, banners, President's corner, etc.);

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.

- Follow up closely on the update and development of pages related to the CoR political priorities;
 - Manage the page related to the CoR Plenary session: dedicated pages for each plenary and pages dedicated to the web streaming of the debates;
 - Advise our clients across the CoR on best-practice for writing for the web.
- **Edit and update the CoR intranet (MyCoR)**
 - Similar tasks as listed above for our website;
 - Liaising in particular with Directorate E (HR, staff matters, etc.) and the Secretary-General's private office, but also colleagues across the CoR on internal communication matters.
- **Conducting large-scale email outreach**
 - Managing email communication in close cooperation with other digital teams of the unit;
 - Devise strategies for enlarging, maintaining and further tailoring our contact database;
- **Image and video editing**
 - Research pictures and visuals for both the intranet and the website;
 - Edit pictures or videos;
 - Provide recommendations and guidelines on how to improve the use of image and videos on both the internet and extranet.
- **Provide recommendations on web and intranet projects**
 - Provide clear, detailed descriptions of website specifications, such as product features, activities and software;
 - Provide guidelines on how to improve the SEO of our website and implement them;
 - Provide recommendation on website navigation and UX experience;
 - Help to define and implement our website's architecture in collaboration with other services;
 - Contribute to creative and innovative projects to further develop our website and intranet.
- **Produce and/or edit and enhance content**
 - Identify communication opportunities, write news or (blog) posts based on existing resources or edit content;
 - Determine best ways to present information and make recommendations for improvements whenever possible;
 - Create storylines for infographics and videos in collaboration with other colleagues.
- **Quality control, Monitoring & measuring**
 - Contribute to quality control of our website and intranet content;
 - Prepare web statistics for various teams (campaign managers, policy officers, social media team) using Google and similar analytics tools;
 - Update technical documentation on website management.

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

"All politics is local" and nowhere is this truer than in the European Union (EU). The CoR brings together elected members from Europe's cities, regions and local authorities. Our mission in the CoR 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.

With some 50 staff and an annual budget of around EUR 2 Million, our work is concentrated in four units:

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

Our unit D.3 of 28 colleagues comprises of four teams: social media, internet & intranet, publications (incl. graphic designers for all type of communication channels) and IT coordination. You will become part of the internet & intranet team.

We offer a convivial, dynamic working environment where a sense of initiative and team spirit are valued. We provide the possibility of flexible working hours and for personal and professional development.

Our chief challenge ahead -and a very interesting one- will be twofold: we are currently turning from a decentralized website management system across our organization to a central one. Moreover, our unit recently assumed the responsibility for our organization's intranet, so that external and internal communication is in one hand now.

Moreover, a recently conducted evaluation of our Communication Strategy 2015-2020 strongly confirmed that our website figures at the top of the channels used by our audience. As information habits of stakeholders and citizens continue to evolve towards greater use of digital, social and mobile, we are committed to maintain and even enhance this in the future.

Are you the talent we are looking for?

- You have a sound technical experience as webmaster or similar experience;
- You stay at the forefront of new trends in this area;
- You have experience in working with content management systems, preferably SharePoint;
- Having experience with outreach platforms or mass mailing systems is a plus (we use MS Dynamics but knowledge of other platforms is equally valuable);
- You possess a sound grasp of communication;
- You are motivated, have sense of responsibility and work well under pressure;
- You have a mind-set for availability and flexibility (particularly in terms of working hours);
- You have excellent organisational skills, you respect of deadlines, you are able to set priorities and possess political awareness;
- You have a thorough knowledge of one official EU language and a satisfactory knowledge of a second language of the European Union. For functional reasons, a good knowledge of English or French is required. Knowledge of other official EU languages would be an asset.

What we offer

- A European institution on a human scale at the heart of the European quarter and easily accessible;

- Flexible working hours and teleworking opportunities subject to the needs of the service;
- An active talent management policy focusing on continuous development and training and a policy to encourage internal mobility;
- A friendly and dynamic working environment in which self-motivation, initiative and team spirit are valued;
- An institution that promotes equal opportunities, diversity and non-discrimination to help nurture a respectful and inclusive working environment and that is actively engaged in the consultation process prior to the adoption of EU legislation.

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 11/06/2021 noon.

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.
