

## **EEAS Vacancy Notice**

### **Seconded National Expert in the Directorate for Policy Planning and Strategic Communication**

#### **Information and Communication Officer (MENA)**

**COST-FREE**

**AD level post**

**Job No 512798**

#### **We are:**

The European External Action Service (EEAS) supports the High Representative in the exercise of her mandate to conduct and implement an effective and coherent EU Common Foreign and Security Policy (CFSP), to represent the EU and to chair the Foreign Affairs Council. It also supports the High Representative in her capacity as Vice-President of the Commission with regard to her responsibilities within the Commission in the external relations field, including the coordination of other aspects of the EU's external action. The EEAS works in close cooperation with the EU Member States as well as with the General Secretariat of the Council, the services of the Commission and the Secretariat General of the European Parliament.

The Directorate for Policy Planning and Strategic Communication supports the High Representative-Vice President of the European Commission (HRVP) and the European External Action Service (EEAS) in implementing the EU common foreign, security and defence policies, by providing strategic analysis, foresight as well as communication advice and support, including through closing space for Foreign Information Manipulation and Interference (FIMI) and building resilience against it. The Directorate develops Strategic Communication and Public Diplomacy activities across a wide range of geographic and thematic topics and works in close cooperation with EU Delegations, Member States, international partners and relevant services from other EU institutions.

Within the Directorate, the Division "Strategic Communication regional teams and coordination of Task Forces" (STRAT.3) provides strategic communication support in the implementation of EU foreign and security policy in Europe and the Western Balkans, Eastern Europe and Central Asia, Middle East and North Africa, Sub-Saharan Africa, Americas and Asia Pacific. The Division develops and implements specific strategic communication actions focused on advancing EU policies, values and interests. The Division also conducts awareness raising campaigns about the harmful impact of disinformation and contributes to the development of effective policy responses in the EU and at the international level. The Division - and the geographic Task Forces it coordinates - contribute to effective and fact-based strategic communication and the strengthening of the overall media environment and civil society in the regions it covers.

#### **We propose:**

The post of a "cost-free" Seconded National Expert on the position of an Information and Communication Officer in the Directorate for Policy Planning and Strategic Communication. The successful candidate will join the Division STRAT.3 - Strategic Communication Regional Teams and Coordination of Task Forces.

The expert will support overall EU efforts to strengthen strategic communication. She/he will contribute to EU strategic communication efforts in the MENA region.

The expert will be required to work in close coordination with the relevant divisions of the EEAS, the European Commission, the Council, the Parliament, the EU Delegations, the Spokespersons Service, EU MS representatives and the expert community in the priority regions, as well as external contractors and other relevant networks.

### **Functions and Duties:**

Under the authority of the Head of Division, the Seconded National Expert is expected to perform the following tasks:

- Contribute to delivering strategic communication in support of the HRVP and the EU Foreign Policy in close cooperation with EU Delegations in the region and other EU institutions in HQ;
- Contribute strategic advice to the EEAS, in particular the MENA Department, on communication strategies towards audiences in the region;
- Analyse the information environment of countries in the MENA region including actors, channels, and narratives;
- Design and develop support activities, including training and coaching, for EU Delegations and Member States Embassies in the region, in order to increase their capacity to analyse their overall communication environment as well as to detect and analyse potential threats coming from disinformation and foreign manipulative interference;
- Contribute to the design and implementation of communication campaigns, projects and capacity building initiatives to achieve EU communications objectives for the MENA region through strategic communication and public diplomacy;
- Engage with relevant stakeholders and target groups in EU and in MENA – in cooperation with the EU Delegations – to build trust and understanding on the EU and on the approach and objectives of EU strategic communications and public diplomacy efforts;
- Contribute to shaping and implementing communication activities around high-level missions and summits with EU leaders, together with other stakeholders (Council, Commission, Spokesperson's Service), related to MENA;
- Contribute to supporting EU Delegations on communication, press and public diplomacy activities including by organizing and participating in the regular regional conference calls, communication training and regional seminars;
- Work together with relevant EU institutions, services and bodies on strategic medium and long-term communication activities and campaigns and participate in relevant internal and external meetings;
- Contribute to developing projects aiming to bolster the EU's perception and to reduce the harmful impacts and build resilience against FIMI (media literacy, media support, awareness raising, situational awareness capacity building for civil society organisations);
- Provide briefing notes, reports, assessments, analysis, draft policy decisions/suggestions in the area of geographical competence;

## **We are looking for:**

The EEAS is seeking a dynamic, proactive and highly motivated colleague with strong communication and networking skills to occupy the post of Seconded National Expert (SNE).

The candidate will work closely with the relevant services within the EEAS, the Commission and the EU Delegations. The position of Information and Communication Officer encompasses the tasks of contributing to the development and implementation of EU's strategic communication approach in EU Foreign Policy, and to implement the Public Diplomacy policy in EU's external relations with a focus on MENA.

The candidate should have a good understanding of EU policy-making and decision-making processes, and an understanding of inter-institutional relations as well as have relevant political experience in the proposed areas. He/she will have to work in an international and multicultural environment in close synergy with Member States and EU institutions.

## **Legal basis:**

- This vacancy is to be filled in accordance with the EEAS Decision of the High Representative of the Union for Foreign Affairs and Security Policy HR DEC(2014) 01 of 04/02/2014 establishing the rules applicable to National Experts seconded to the European External Action Service.

## **Eligibility criteria:**

Candidates must:

- a) Be drawn from public administrations in Member States, from international organisations or, only in exceptional cases and with prior authorisation from other sources;
- b) Have at least three years' full-time experience of administrative, scientific, technical, advisory or supervisory functions equivalent to those of function groups AD or AST as defined in the Staff Regulations of Officials of the European Union and the Conditions of Employment of other servants of the Union or, where justified in the interests of the service, professional training of an equivalent level.<sup>1</sup>;
- c) Have a thorough knowledge of one Union language and a satisfactory knowledge of a second language for the performance of his/her duties;
- d) Have a security clearance of minimum level **EU-SECRET/SECRET-UE** for the functions that he/she will carry out;
- e) Remain in the service of the employer throughout the period of secondment and shall be paid by that employer;
- f) Remain subject to the social security legislation applicable to the public administration, international administration or entity which employs the SNE and which will assume responsibility for expenses incurred abroad. In case of posting to an EU Delegation, the employer certifies that the SNE is covered for medical expenses incurred at the place of secondment, as well as costs of repatriation on health grounds throughout the full period of secondment;

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<sup>1</sup> Staff Regulations of Officials (SR) and the Conditions of Employment of Other Servants of the European Union (CEOS). For reference, see: <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1570023902133&uri=CELEX:01962R0031-20190101>

- g) Ensure that there is no conflict of interest and that he/she will, at all times, safeguard the independence and coherence of EU foreign policy as well as the integrity and confidentiality of EU documentation, information and procedures.

## **Selection criteria:**

### **Candidates should:**

#### **A. Professional knowledge**

- Have a professional experience of at least 5 years, preferably in the Ministry of Foreign Affairs, in an Embassy, or in an international organisation;
- Have good knowledge of external relations and functioning of the Union;
- Have good knowledge and experience in strategic communication and public diplomacy.
- Have strong drafting, communication and analytical skills combined with sound political judgement.

#### **B. Skills**

- Have the capacity to work and communicate under time constraints in an international diplomatic and multilingual environment. Intercultural sensitivity skills are required;
- Have the ability to work in a multicultural team, to coordinate and to communicate effectively and ability to establish and maintain a network of contacts both within and outside the EEAS.
- Have the ability to communicate clearly on complex issues and the capacity to perform with accuracy and in a flexible manner a diversity of tasks in a complex institutional environment;
- Have solid analytical capability as well as drafting and reporting skills. Rapid grasp of problems and capacity to identify issues and solutions.

#### **C. Languages**

- A thorough knowledge (capacity to write and speak) in English (level C2) is required as well as intermediate knowledge of French (Level B2).
- Knowledge of Arabic languages is a strong asset.

#### **D. Personal Qualities**

- Have the capacity to adapt quickly to new situations and deal with new challenges.
- Have the ability to work in a team, to coordinate with other teams and to communicate effectively.

Furthermore:

- Have experience working in the MENA regional context;

- Have experience developing and implementing innovative communications actions and strategic communications campaigns, preferably in the MENA context;
- Have prior experience in managing projects implemented by external contractors;
- Experience in analysing and countering disinformation and Foreign Information Manipulation and Interference (FIMI);
- Experience of working in a team in a multi-disciplinary and multi-cultural environment;
- Experience in working with or within other EU institutions.

would be considered as strong assets.

### **Equal opportunities**

- The EEAS is committed to an equal opportunities policy for all its staff and applicants. The EEAS is committed to promoting gender equality and to preventing discrimination on any grounds. It actively welcomes applications from all qualified candidates from diverse backgrounds and from the broadest possible geographical basis amongst the EU Member States. We aim at a service which is truly representative of society, where each staff member feels respected, is able to give their best and can develop their full potential.
- Candidates with disabilities are invited to contact [SNE-HQ@eeas.europa.eu](mailto:SNE-HQ@eeas.europa.eu) in order to accommodate any special needs and provide assistance to ensure the possibility to pass the selection procedure in equality of opportunities with other candidates. If a candidate with a disability is selected for a vacant post, the EEAS is committed to providing reasonable accommodation in accordance with Art 1d.4 of the Staff Regulations.

### **Conditions of secondment**

SNEs shall remain in the service of their employer throughout the period of secondment and shall continue to be paid by that employer.

Other expenses such as removal costs, allowances, salary, insurance, schooling (while the SNE maintains the right to enrol the children in an European School Type I)[1] and costs related to the enrolment to the Interinstitutional nurseries or the After-school centre managed by the early childhood centre of the European Commission shall not be covered by the EEAS. However, in case the SNE makes use of these two facilities for their dependent children, the EEAS shall recover any invoiced cost (including the institutional and the parental contribution) from the Seconded National Expert concerned on a yearly basis. For further information, please contact [RM-01-COORDINATION@eeas.europa.eu](mailto:RM-01-COORDINATION@eeas.europa.eu)

Duration of the secondment: 2 years, renewable up to 4 years in total

**Vacancy available from: Immediately**

**Place of secondment: Brussels, Belgium**

**For further information, please contact:**

[SNE-HQ@eeas.europa.eu](mailto:SNE-HQ@eeas.europa.eu)

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