



Terms of Reference

Position Title:	Head of Communication and Spokesperson
Position reference number:	IS 2016 - 5
Direct Supervisor:	EUSR in BiH
Duty Station:	Sarajevo, Bosnia and Herzegovina

The Head of Communication and Spokesperson will report to the EUSR in BiH. He/she will be responsible for all EUSR press/media activities and will be responsible for the strategic deployment of public diplomacy and outreach actions in support of the EUSR's mandate. He/she will be the focal point for all media and press matters and shall ensure coordination with various EU actors in BiH, including the EU Delegation, EUFOR, the Member States and relevant EEAS and Commission actors in Brussels.

The EUSR in BiH is double-hatted with the EU Head of Delegation. In this context, there are also press, media and public diplomacy activities related to the responsibilities of the Head of Delegation, including EEAS and European Commission functions. The Commission remains responsible for information activities related to the implementation of overall EU enlargement policy and which are funded through the IPA information and communication programme. 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 duties and responsibilities outlined are therefore typical but not exclusive and the EUSR reserves the right to reasonably amend the duties and responsibilities.

Typical Duties and Responsibilities include:

- Act as Spokesperson for the EUSR in Bosnia and Herzegovina (BiH);
- To be the principal point of contact for all BiH and foreign press and media contact with the EUSR and the EUSR office
- Maintaining and developing contacts with both local and international press;
- Writing press releases, articles, press statements, answering press enquiries and organising/hosting press conferences for the EUSR and staff as required;
- Advise the EUSR and other staff on press lines and media issues;
- Advise EUSR and relevant staff on a daily basis of press and media coverage relevant to the mandate, both national, regional and international;
- Develop the EU Communication Strategy in BiH with due regard to separate roles of the EEAS and Commission from the EUSR;

- Develop public diplomacy/outreach strategies, programmes and projects with due regard to separate roles of the EEAS and Commission from the EUSR and in line with working arrangements for IPA and overall Commission coordination on enlargement issues.
- Provide analysis of BiH public opinion and of the impact of EU communication activities in BiH;
- Ensure close coordination and collaboration between EUSR, EUFOR, and EUD communications resources to ensure that the EU speaks with one voice in BiH (without prejudice to the separate roles of the EEAS and Commission from the EUSR).
- Liaise/coordinate with Brussels-based Commission communication counterparts, as well as those in Council and EEAS.
- Liaise with other international organisations outside the ‘EU family’ of organisations as necessary.
- Daily oversight and management of the work of the EUSR press and media function (without prejudice to separate roles of the EEAS and Commission from the EUSR)
- Be responsible for management of the staff members of the section, including their work quality and professional performance, and for the adherence of the section and its staff to the EUSR rules and regulations
- Carry out other related duties as required.

Professional Requirements/Qualifications

- University Degree in relevant related field [examples include; Journalism, Communications, Political Sciences, International Relations, etc];
- Preferably at least 10 (ten) years of professional experience, and 6 years of relevant experience in the press and media environment and at levels including responsibility for the collaborative outputs of staff and/or external contractors;
- Experienced as a Spokesperson, preferably including experience with a politically influential international organization;
- Experience in strategic communications planning - conceptualizing, developing and implementing communication tools/projects for public media, print, broadcast and internet;
- Experience of interacting with senior members of governments/organizations;
- Excellent knowledge of the European Union institutions and the relevant EU policies and bodies related to BiH;
- Sound understanding of the Bosnia and Herzegovina media environment and excellent awareness of BiH’s political environment and/or other working experience in Western Balkans is desirable.

Competencies & Attributes

- Experience of interacting with interlocutors at government/ministerial level;
- Ability to be team captain- and team-player; taking initiative and work in team setting with high sense of confidentiality and flexibility;
- Ability to work long hours with focus on result and objective;
- Ability to operate independently;
- Excellent communication and reporting skills [English language], and the ability to present information in a clear and concise manner;
- ICT skills commensurate with the scope of the post;
- Good interpersonal skills to interact within multicultural environment;
- Excellent oral and written English;
- Knowledge of the official languages of Bosnia and Herzegovina will be 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 during interview;
- The candidate will need to be certified medically fit for employment by a competent authority/person in the country of the candidate's employment.