

## **2019-227 HQ (AD) Head of Division "Communications Policy and Public Diplomacy"**

### **EEAS Vacancy Notice**

#### **Head of Division "Communications Policy and Public Diplomacy" EU Staff Members – AD 9-14– Candidates from the Member States – AD 12)**

##### **We are:**

The European External Action Service (EEAS) supports the High Representative in the exercise of his/her mandate to conduct and implement an effective and coherent EU Common Foreign and Security Policy (CFSP), of representing the EU and of chairing the Foreign Affairs Council.

It also supports the High Representative in his/her capacity as Vice-President of the Commission with regard to his/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 General Secretariat of the Council, the services of the Commission and the Secretariat General of the European Parliament.

##### **We propose:**

We propose the position of Head of the new Division "Communications Policy and Public Diplomacy".

Under the authority of the Director, the Head of Division holds the overall management responsibility for the activities of the Division.

The main responsibilities are as follows:

- Manage, organise and coordinate the activities of the Division and its staff and represent the team in relevant EEAS management meetings
- Ensure sound financial management, by acting as Authorising Officer
- Motivate, coach and lead the Division and its staff and ensure relevant human resource management
- Manage all aspects of communications policy and public diplomacy, including digital reputation, for EEAS HQ and network of EU Delegations, in close cooperation with AFFGEN.7 (Strategic Communications and Information Environments Division)
- Closely liaise with the Commission Spokesperson Service (SPP) and the HRVP Cabinet on all communications aspects of the EEAS and the HRVP and ensure appropriate coordination
- Provide professional support and advice to the HRVP and the EEAS management on all aspects of communications policy and activities in the EU and in third countries
- Develop and implement public diplomacy activities of EEAS HQ and of the network of EU Delegations
- Ensure the development and implementation of cultural diplomacy activities, in close cooperation with other relevant actors and colleagues.
- Ensure close liaison with the EEAS HQ senior staff
- Coordinate strategic communications activities as appropriate with relevant Commission services (Relexcomm), Member States, Council, European Parliament and other institutional actors.
- Represent the EEAS in contacts with relevant institutional and external actors
- Monitor and ensure the timely implementation of goals and tasks assigned to the Division

This position is a Head of Division Post (AD9-14). Candidates from the diplomatic services of Member States would be recruited at AD 12 level.

The place of employment is Brussels. The post in principle will be for a four year duration.

## Legal Basis

The vacancy is to be filled in accordance with the following articles of the Staff regulations<sup>1</sup> (SR): Article 29(1)(a) SR and Article 98 SR; and Article 29(1)(b) SR.

### **We look for:**

### **Eligibility Criteria<sup>2</sup>**

#### **General**

Further to the conditions set out in Art 28 of the Staff Regulations (SR) or Art 12 of the Conditions of Employment of Other Servants (CEOS), candidates must:

1. be nationals of one of the EU Member States and enjoy full rights as a citizen;
2. be permanent officials of the Union institutions, or temporary agents to whom Article 2(e) of the Conditions of Employment of Other Servants (CEOS) applies, or staff from diplomatic services of the Member States;
3. have the capacity to work in languages of the CFSP and external relations necessary for the performance of their duties. Knowledge of other EU languages would also be an asset;
4. have three years' management experience, commensurate with the responsibilities of the post<sup>3</sup>;
5. have at least six years' proven, pertinent external relations experience - for staff from national diplomatic services this experience must have been gained from working in a national administration of one of the Member States.

### **- SPECIFIC ELIGIBILITY CRITERIA FOR EU OFFICIALS AND TEMPORARY AGENTS FROM NATIONAL DIPLOMATIC SERVICES TO WHOM ARTICLE 2(E) OF THE CEOS APPLIES ("EU STAFF")**

1. EU staff members (i.e. EU officials, and temporary staff to whom Article 2(e) of the CEOS applies) applying for this post **must be AD9-AD14**<sup>4</sup>:

EU staff members (i.e. EU officials, and temporary staff to whom Article 2(e) of the CEOS applies) at AD 8 are eligible to apply if they have at least 2 years seniority at that grade.

In the event of a successful application, EU staff members at AD9-14 will be appointed at the same grade. EU staff members at AD8 will be promoted to AD9.

2. Due to the need to ensure sound financial management of the limited financial resources, given the fact that the assignment of a staff member to a Delegation has important budgetary and business continuity implications, applications from staff members currently serving in a Delegation and who are not in rotation, are, in principle, not eligible and may only be considered in the interest of the service or in case of an application for a higher type of post (further on, "career progression")<sup>5</sup>.

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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>

<sup>2</sup> All the eligibility criteria must be met on the closing date for applications to this post.

<sup>3</sup> In their CVs applicants should indicate management experience in terms of: (1) title and role of management positions held, (2) numbers of staff overseen in these positions, (3) the size of budgets managed, and (4) numbers of hierarchical layers above and below and number of peers.

<sup>4</sup> Notwithstanding this criterion, and in order to ensure equality of treatment between candidates from the different statutory sources of EEAS recruitment, the Appointing Authority may, in exceptional and duly justified cases and solely in the interests of the service, decide to accept an application for a post from EU staff members whose grade would otherwise exceed the bracket specified for the post in question. Such decision may only be made within the limits contained in the EEAS establishment plan.

<sup>5</sup> "Career progression" refers to applications of for a higher type of post according to Annex I SR. It is designed to allow staff to develop within the organisation. In this case, it refers to "Administrators" AD8 who are applying to a "Head of Unit or equivalent" type of post for the first time.

3. EU officials in active service at the moment of the application cannot request to be recruited as Temporary Staff to whom Article 2(e) of the CEOS applies, i.e. staff seconded from national diplomatic services of the Member States.

### **- SPECIFIC ELIGIBILITY CRITERIA FOR CANDIDATES FROM THE DIPLOMATIC SERVICES OF THE MEMBER STATES**

In line with Art 12 of the CEOS and in accordance with the needs of the service, candidates from the diplomatic services of Member States of the Union must:

1. possess a level of education
  - a. which corresponds to completed university studies attested by a diploma when the normal period of university education is four years or more, OR
  - b. which corresponds to completed university studies attested by a diploma and relevant professional experience of at least one year when the normal period of university education is at least three years.<sup>6</sup>
2. have gained at least 12 years' full time professional experience. This experience must have been gained after obtaining the four-year diploma or after obtaining the three-year diploma and the one year relevant professional experience;

Candidates must indicate their level of education and professional experience on the application form.

Candidates from national diplomatic services and current temporary agents according to Article 2(e) CEOS must be able to return to active service in their Member State after the end of their period of service to EEAS. The candidate shall provide a statement issued by her or his Ministry of Foreign Affairs confirming their membership of a diplomatic service, and indicating the post applied for as well as mentioning the guarantee of reinstatement of applicants after a possible contract with the EEAS. If candidates are unable to provide this document from their Ministry, their application will be deemed ineligible.

Furthermore, candidates from national diplomatic services and current temporary agents according to Article 2(e) CEOS must be in a position to serve during the full duration of their assignment within the maximum duration of engagement in the EEAS, as foreseen in Article 50b(2) SR and the Council Decision of 26 July 2010 (2010/427/EU).

### **Selection Criteria**

The ideal candidate should have:

- a highly developed ability to establish and execute a strategy for the responsibilities described above;
- excellent inter-personal skills and proven ability to work in a multi-cultural environment;
- documented management skills and diplomatic experience, including in EU institutions dealing with external relations, working with EU Delegations and/or Embassies of EU Member States in third countries;
- documented strategic communications experience;
- good knowledge of EU communications and public diplomacy tools and policies
- excellent understanding of the EU's CFSP, CSDP and other external relations' policies and challenges facing the EEAS, including risks and opportunities;

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It is in the interest of the service that EU staff members in a delegation and who wish to apply for a post on the basis of career progression should have spent at least 2 years on their current post when they take-up duty.

<sup>6</sup> The minimum of one year of professional experience required under (b) counts as an integral part of the above qualification and cannot be included in the professional experience required under point 3.

- solid knowledge of EU internal policies and their external aspects.

## **TYPE AND DURATION OF CONTRACT**

If the successful candidate is an **EU staff member** at AD9-AD14 she or he will be appointed at their existing grade. If the successful candidate is an EEAS staff member at AD8 she or he will be promoted to AD9 in accordance with Article 29.1.(a)(iii) of the SR.

If the successful candidate is from a national diplomatic service and subject to successfully undergoing a medical examination to ensure that she or he is physically fit to perform her/his duties, she or he will be offered a temporary contract under Article 2(e) of the CEOS. Such contracts may not exceed 4 years in duration; their expiry will as far as possible be aligned to the usual date of mobility at Headquarters (currently 31 August each year). The conditions of appointment will be those laid down in the CEOS for temporary agents of AD12.

In accordance with Article 6(11) of Council Decision 427/2010, each Member State shall provide its staff officials who have become temporary agents in the EEAS under Article 2(e) of the CEOS with a guarantee of immediate re-instatement at the end of the period of service to the EEAS.

The "Type of Post of the Person" will be "Head of Unit or equivalent".

All newly engaged temporary staff are required to complete successfully a probationary period of 9 months. A management probationary period of the same duration is also required.

## **PLACE OF EMPLOYMENT**

Brussels, Belgium

## **JOB AVAILABLE FROM**

1 February 2020

## **SPECIFIC CONDITIONS OF EMPLOYMENT**

The successful candidate will be required to undergo security vetting if she or he does not already hold EU SECRET security clearance, in accordance with the relevant security provisions.

The successful candidate will be required to act independently in the public interest and to make a declaration of any interests which might be considered prejudicial to his/her independence, as set out in the Staff Regulations and the CEOS.

## **EQUAL OPPORTUNITIES**

The European External Action Service applies an equal opportunities policy.

## **PROCEDURE<sup>7</sup>**

**The selection procedure will take place in three different and successive steps:**

### **1. Application**

Before submitting their application, candidates should carefully check whether they meet all the eligibility criteria in order to avoid automatic exclusion from the selection procedure.

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<sup>7</sup> Your personal data will be processed in accordance with Regulation (EC) 2018/1725. The privacy statement is available on EEAS webpage: [http://eeas.europa.eu/data\\_protection/rights/index\\_en.htm](http://eeas.europa.eu/data_protection/rights/index_en.htm)

Candidates must apply through the on-line system

<https://webgate.ec.europa.eu/eapplication/index.cfm>.

To log on to the system, an ECAS (European Commission Authentication Service) password is required; candidates without a password can register to get one through the afore-mentioned link. EU staff members with a professional ECAS account should use that account for their application. A helpdesk facility is available via the "Contact Support" function within the on-line system.

During the on-line application procedure candidates will have to upload their CV (preferably according to europass standard<sup>8</sup>) and motivation letter (in English or French). Candidates from the Member States will, in addition, have to upload a copy of their passport/ID and a statement by their Ministry for Foreign Affairs (issued within the past 6 months) confirming their membership of a diplomatic service and the post applied for, as well as the guarantee of re-instatement after a possible contract.

All candidates will have the opportunity to follow the progress of their application through the on-line system.

Applications may be made until **Friday 20 December at 12.00 midday (Brussels time)**. Please note that the only way to submit an application is using the on-line system.

As the system may experience peak activity around the deadline, candidates are strongly advised to submit their application as early as possible. Late applications will not be accepted.

For correspondence concerning the selection procedures, please use the following email address:

[cca-secretariat@eeas.europa.eu](mailto:cca-secretariat@eeas.europa.eu)

## **2. Pre-selection**

The pre-selection will be done by a panel (the Consultative Committee on Appointments) on the basis of the qualifications and the professional experience described in the CV and motivation letter, and will produce a shortlist of a limited number of eligible candidates who best meet the selection criteria for the post.

## **3. Selection**

The candidates who have been shortlisted will be invited for an interview so that the selection panel (the Consultative Committee on Appointments) can evaluate them objectively and impartially on the basis of their qualifications, professional experience and linguistic skills, as listed in the present vacancy notice. The selection panel will recommend a shortlist of candidates to the High Representative, who will make the final selection.

It is recalled, that if the interest of the service so requires, the selection procedures can be terminated at any stage and the post be filled by a transfer in accordance with Article 7 of the SR.

**CONTACT:** Mr Oliver Rentschler, Director for Interinstitutional Relations, Policy Coordination and Public Diplomacy  
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<sup>8</sup> <https://europass.cedefop.europa.eu/documents/curriculum-vitae>