

Communication and Media officer

Position: Local Agent group I

Job Title: Communication and Media officer

Generic domain: Pre-Accession and Enlargement

Specific domain: Communication & Publication

Job Family: Communication, Publications and Information

Sensitive post: No

Overall purpose: to ensure, under the supervision and responsibility of the Head of Information, Communication and Press and within a team, the planning, coordination and reporting of Communication and Media activities of the EU in Serbia, across policies, programmes and projects in a coherent way in order to maximise impacts. This will include planning, preparation, and organisation of the delivery of public statements, interviews in different media, and the participation in press conference and press briefings for EU officials. This may also include tasks to monitor and report on the media environment in Serbia within the EU accession process.

Function type: EXTERNAL COMMUNICATION

Function name: Communication related to policies, programme and projects

Duties:

- Contributing to the definition and the implementation of the communication strategy of the EU Delegation to Serbia;
- Planning, implementing, reporting and evaluating strategy and activities;
- Preparing and issuing Press releases, background notes and writing and placing articles in the press with a view to promoting or defending EU positions, policies, values and interests in national media;
- Planning, preparing, and organising the delivery of public statements, interviews in different media, and the participation in press conference and press briefings for EU officials;
- Preparing and reviewing briefings and speeches;
- Preparing and publishing information on EU Delegation website and social media profiles;
- Strengthening Public Diplomacy of the EU Delegation;
- Coordinating and supporting EU Member States, partners, implementers, contractors to maximise impact of communicating the EU in Serbia, in particular the EU Info Centre;
- Contributing to communication and visibility activities of EU-assistance programmes and projects, including logistics and protocol. Providing qualitative support for main communication/visibility actions of EU-funded projects;
- As required, taking part in public presentation and events in which EU policies, or EU actions are discussed.

Function type: PROCUREMENT and CONTRACT MANAGEMENT

Function name

Duties:

- Liaising with project contractors' PRs and beneficiaries to coordinate and plan projects visibility events, ensure quality standards, share best products and practice;
- Contributing to drafting, budgeting and implementation of other INFO contracts;
- Monitoring the compliance of projects and programmes with EU visibility guidelines.

Function type: COMMUNICATION and PUBLICATION

Function name: Financial and contractual Management

Duties:

- Implementing Press & Info budget and procedures of the EU Delegation;
- Contributing to drafting and reviewing terms of references, in particular works and supplies.

Function type: INTERNAL COMMUNICATION

Function name: any other business

Duties:

- Liaising with other sections of the EU Delegation to identify communication opportunities and source information (case studies, results, audio-visual material);
- Liaising with Headquarters and with other sections of the EU Delegation to produce, regularly update and facilitate deployment to relevant staff and parties of lines to take and other information relevant to communicate the EU;
- Dealing with inquiries and support requests from the HQ (incl. INFOCOMM budget);
- Preparing and transmitting press reviews and analyses for the Headquarters;
- Providing feedbacks to HQ and management of the EU Delegation on media development and coverage;
- Monitoring and reporting on development of freedom of speech / freedom of media in Serbia;
- Backing up or replace during absence other team members;
- Within the framework of the Staff Regulation, carrying out tasks linked to the job description and relevant to meet the objectives of the Information, Communication and Media Section of the EU Delegation, as instructed by his/her superior(s).

Education:

- Formal education corresponding to completed university (or equivalent institution) studies of at least 3 years attested by a diploma or alternatively minimum 3 years of professional experience in addition to the minimum number of years of professional experience specified below will be considered equivalent;
- Education in the field of journalism, media, marketing or EU affairs is an advantage.

Minimum working experience:

- At least 5 years of experience in the field of communication, advertising, marketing or journalism and with or in media. Seven + years – an advantage.

Knowledge:

- Management and coordination of press relations, information activities, visibility events, communication campaigns, EU-funded projects, reporting, social media;
- Knowledge of media environment in the Republic of Serbia and its challenges; knowledge of European and international standards on freedom of expression and media freedom;
- Knowledge of the EU, its values, objectives, policies and assistance to Serbia and of Serbia accession process to the EU would constitute an advantage.

Skills:

- Excellent skills and experience in speechwriting and preparing interviews, press releases, press packages, stories and articles;
- Excellent PR skills, from developing communication PR strategies to implementing them, organising and enhancing media coverage and public outreach of campaigns, events and other communication activities;
- Excellent writing and reporting skills, computer literacy. Very good communication, coordination, organization and analytical skills.

Languages:

- Excellent spoken and written English and Serbian. Knowledge of any other EU working language would be an advantage.

Character references:

- High degree of responsibility and excellent communication and reporting skills. Resilient to stress. Ability to work in a flexible manner, to adapt to timings of media and communication environment. Team player, also able to work independently, willing to learn, loyal to the Institution, its goals and values. High ethical standards.

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