

## Vacancy Announcement

### **Non-Key experts required for the EU funded project EU in Serbia Communication Network (EUIFONET)**

The project “**EU in Serbia Communication Network (EUIFONET)**” is funded by the European Union and implemented in Serbia by the consortium led by EPTISA Southeast Europe d.o.o. The overall objective of the project is to provide technical assistance to the Delegation of the European Union in Serbia in its information, communication and media activities aimed at increasing public awareness and understanding of the European Union (EU), its values, functioning, institution, policies, programmes and assistance to Serbia and their impact on Serbian citizens and businesses, as well as of Serbia’s accession process.

To complete its team of experts for the project, EPTISA is seeking applications from suitably qualified professionals to support implementation of the project activities by covering the following position:

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### **Senior and Junior Non-Key Experts**

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#### **Position: Social Media Officer (Junior Non-Key Expert)**

Based in Belgrade, s/he will be responsible for communication through social media in close interaction with the EU Delegation. S/he will be in charge of defining and implementing a strategy for social media, well integrated in the wider communication Strategy. S/he will be in charge of all social media accounts and of the daily content update, posts, discussions, moderation and management of social media sites. S/he will monitor activities and discussions and debates on social media and will report on it and propose way to adapt communication on social media.

S/he will also assist the EU Delegation and in particular the Head of Delegation in managing and posting content on social media accounts. The language used for social media should be both Serbian and English depending on the medium and target group. In cooperation with other non-key experts, s/he will promote the networks and involve them in events and campaigns. When required s/he will be expected to perform duties during weekends and holidays.

In cooperation with the Audio-visual Producer and the Reporter and Web Editor, s/he will produce / adapt / disseminate innovative audio-visual and multimedia material, pictures, infographics, games, applications for social media and internet.

S/he will be in operational contact with staff of Information Section of EUD, in particular for social media.

S/he must be able to work under time pressure and within short deadlines.

When required s/he will be expected to perform duties during weekends and holidays.

### **Qualifications and skills**

- Bachelor's degree - where a university degree has been awarded on completion of three or more years of study in a university or equivalent institution, or alternatively minimum 3 years of general professional experience in addition to the minimum number of years of general experience specified below will be considered equivalent.
- Fluency in other EU languages – than those required for all staff – will be considered an asset.

### **General professional experience**

- Minimum 3, preferably 4 years of communication, marketing, advertising, journalistic or a similar career in the media sector;

### **Specific professional experience**

- Minimum 2, preferably 3 years of experience in producing, editing and / or distributing written, audio-visual and electronic information material on internet and/or different popular social media.

### **Position: Digital Marketing Manager (Senior Non-Key Expert)**

Based in Belgrade, s/he will be responsible for Digital presence, strategy and communication through social media in close interaction with the EU Delegation. S/he will be in charge of defining and implementing a strategy for social media, well integrated in the wider communication Strategy. She/he will monitor activities and discussions and debates on social media and will report on it and propose way to adapt communication on social media.

S/he will also assist the EU Delegation and in particular the Head of Delegation in managing and posting content on social media accounts. The language used for social media should be both Serbian and English depending on the medium and target group. In cooperation with other non-key experts, s/he will promote the networks and involve them in events and campaigns.

#### **Responsibilities:**

- Digital Strategy Development: Develop and execute comprehensive digital marketing strategies to achieve objectives, including enhanced EU visibility brand awareness
- Online Advertising: Plan, manage, and optimize online advertising campaigns across various platforms such as Google Ads, Facebook Ads, and other relevant channels. Monitor and adjust budgets and targeting for maximum ROI.
- SEO and SEM: Lead search engine optimization (SEO) and search engine marketing (SEM) efforts to improve organic search rankings and drive qualified traffic to the website. Stay updated with SEO best practices and algorithm changes.
- Content Marketing: Oversee the creation and distribution of high-quality, relevant content to attract and engage the target audience. Collaborate with content creators, writers, and designers.

- **Social Media Management:** Manage and grow the company's presence on social media platforms, including content creation, posting schedules, and community engagement. Develop and implement paid social media advertising campaigns.
- **Analytics and Reporting:** Use data and analytics tools to track the performance of digital marketing efforts. Provide regular reports and insights to measure campaign effectiveness and make data-driven recommendations.
- **Budget Management:** Manage the digital marketing budget effectively, ensuring cost-efficient campaigns and a positive ROI.
- **Team Leadership:** Lead and mentor a Social Media team, setting goals, providing guidance, and fostering a collaborative and results-driven work environment.
- **Stay Updated:** Keep up-to-date with industry trends, emerging digital marketing technologies, and best practices. Apply new knowledge to drive innovation in digital marketing strategies.

### ***Qualifications and skills***

- Bachelor's degree - where a university degree has been awarded on completion of three or more years of study in a university or equivalent institution; or alternatively minimum 3 years of general professional experience in addition to the minimum number of years of general experience specified below will be considered equivalent;
- Excellent written and verbal communication skills.
- Ability to adapt to a dynamic and fast-paced digital marketing landscape.
- Fluency in other EU languages – than those required for all staff – will be considered an asset.

### ***General professional experience***

- Minimum 5, preferably 7 years of relevant professional experience working in communication, advertising, digital marketing, or journalism and with or in media;

### ***Specific professional experience***

- Experience in managing and monitoring online advertising campaigns aimed at general public (such as communication, advertising, campaigns, elections, public awareness campaigns, issue/policy advocacy, other), including PPC, display advertising, and social media advertising;
- Experience in content strategy and creation, including posts, infographics, and video content.
- Proficiency in managing and growing social media accounts across various platforms.
- Experience in strategic and crisis communication will be considered an asset.
- Familiarity with analytics tools such as Google Analytics, social media analytics, and marketing automation software.
- Proficiency in data analysis and the ability to make data-driven decisions.

## **How to apply**

If your profile matches criteria, please send us your updated **EU format CV in English** to the following email address:

- ✓ [jobs@euinfo.rs](mailto:jobs@euinfo.rs)
- ✓ **email subject:** *Name of the position you are applying to*
- ✓ Deadline for submission of applications is **10 December 2023**
- ✓ Expected start date – **08 January 2024**

*Note:*

*Detailed job description, exact duration (number of working days) and starting date for each position depend on the project needs and will be defined when possible, and discussed with the shortlisted candidates only.*

*Only shortlisted candidates will be contacted and asked to provide corresponding certificates of their education and professional experience.*