

END/SNE – JOB DESCRIPTION

Job Framework

<u>Job Title:</u>	SNE – Russia / Eastern Partnership strategic communications
<u>Job Location:</u>	Strategic Communications Division 2: Task Forces and Information Analysis, EEAS HQ (AFFGEN.7)
<u>Job Number:</u>	231573
<u>Area of activity:</u>	Russia / Eastern Partnership Communications
<u>Category:</u>	AD
<u>Duration of secondment:</u>	1 year, renewable

Job Content

Overall purpose:

The Strategic Communications 2: Task Forces and Information Analysis Division (AFFGEN.7) supports, through strategic communication, the implementation of EU external policies and programs in priority regions (Southern and Eastern Neighborhood and the Western Balkans). The Division also plays a leading role in addressing disinformation and foreign interference and raising awareness about them.

Based within the Strategic Communications 2: Task Forces and Information Analysis Division at the EEAS, the expert will join a dedicated East Stratcom Task Force team working in support of overall EU communication efforts in relation to the Eastern Neighbourhood countries and Russia. He/she will be required to work closely with relevant policy divisions of the EEAS, the expert community, EU MS representatives, EU Delegations in the region, Commission DGs, Commission and EP offices in the member states, external contractors, EC Spokespersons Service and other network of EU's communicators.

Functions and Duties:

The expert will assist/contribute to:

- Analysing and presenting trends of pro-Kremlin disinformation in diverse communication products and campaigns;
- Raising awareness on the disinformation through the development of communication materials for the EUvsDisinfo website and dedicated campaigns, including products for the EUvsDisinfo campaign on social media platforms (Facebook, Twitter, etc.);
- Implementing EU's proactive communications in the Eastern Neighbourhood through engagement with relevant stakeholders, EU delegations and especially with a newly established network of Stratcom officers at EU Delegations, media and civil society partners;
- Raising awareness on the disinformation by appearing on the expert panels, giving background briefings to journalists, conducting training workshops and participating at the public events;

- Contributing to the content production (analytical, creative) and management of the www.euvdisinfo.eu website ;
- Strengthening the institutional network of those working on disinformation issues and liaising with national government officials, including through Rapid Alert System;
- Conducting social media analytics, evaluation and support to EUvsDisinfo social media accounts, including online advertising on Facebook, Twitter and Google.

Job Requirements

<u>Education and Training:</u>	A university diploma in political or social sciences, communications, journalism or a related field.
<u>Knowledge and Experience:</u>	Candidates should be able to demonstrate experience in the area of pro-Kremlin disinformation and the use of it as a tool of influence among other hybrid tools. The candidates should also have experience in communications and campaign planning, social media work or in creative writing (for instance journalism, strategic communications, campaigning, content production, advertising, online marketing, social media management or graphic design). Knowledge of EU institutions, related decisional processes, EU external action and policies towards Eastern Partnership countries and Russia would be an asset.

Skills

<u>Linguistic skills:</u>	Thorough knowledge of English is required. Knowledge of Russian or another EU language would be an asset.
<u>Communication skills:</u>	Capacity to present the topic to a wide range of audiences as well as appearing in expert panels. Capacity to work and communicate under time pressure in an international diplomatic and multilingual environment. Experience with communication campaigns, social media or advertising would be an asset.
<u>Interpersonal skills:</u>	Teamwork. Coordination with other teams and effective time.
<u>Intellectual skills:</u>	Solid analytical capability as well as drafting and reporting skills. Rapid grasp of problems and capacity to identify issues and solutions. Creativity and flexibility would be valuable assets.

Personal Qualities

Dynamic. Highly motivated and flexible personality. Adapting quickly to new situations and dealing with new challenges.