

**Seconded National Expert (SNE)  
at the General Secretariat of the Council of the European Union**

**COMM.1.C: Digital Communication  
Digital Communication/Web Manager**

Ref.: SNE/06/2024 - 1 post

**Job description**

**A. Main tasks and responsibilities**

Working in the Digital Communication Unit (COMM.1.C) at the General Secretariat of the Council (GSC) in Brussels, under the authority of the Head of Unit, and working closely with Council officials and other stakeholders, the expert will be called upon to work in two main areas:

**1. Council presidency website**

- help customise the website in line with each presidency's branding needs, and help create the necessary content and prepare the website for launch
- ensure coordination, complementarity and synergies between the presidency website and that of the Council
- provide support to the digital communication team in the presidency holder's national capital on all matters related to content production
- help archive the Council presidency website

**2. Social media**

- help the presidency establish its social media presence and strategy
- coordinate with the presidency's social media team on matters related to the joint planning and pre-production of social media content
- coordinate editorial planning and content creation with the GSC social media team
- help evaluate the impact of social media activities

**B. General conditions**

According to the Decision<sup>1</sup>, applicants must:

- have worked for their employer on a permanent or contract basis for at least 12 months before their secondment;
- remain in the service of their employer throughout the period of secondment;
- have at least three years' full-time experience of administrative, scientific, technical, advisory or supervisory functions relevant to the performance of the duties assigned to them;
- be nationals of one of the Member States of the European Union;
- have a thorough knowledge of one official language of the European Union and a satisfactory knowledge of a second language for the performance of their duties.

**C. Qualifications and experience**

- a level of education which corresponds to completed university studies
- professional experience (at least one year) in producing and distributing user-focused web and digital

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<sup>1</sup> Council Decision of 23 June 2015 concerning the rules applicable to experts on secondment to the General Secretariat of the Council

- content in various forms (text, visual)
- professional experience (at least one year) in creating and distributing social media content

#### **D. Required skills**

##### Language skills

- excellent command of English
- good command of French will be considered an asset

##### Professional skills and knowledge

- excellent communication skills, both oral and written
- ability to plan, research, create and publish impactful web and social media content in line with requirements related to digital content
- familiarity with search engine optimisation requirements
- good understanding of the user-centred approach to content design and digital accessibility requirements
- good knowledge of the web and social media landscapes and a sound understanding of digital communication standards and trends
- knowledge of copyright and data protection regulations
- knowledge of the functioning and procedures of the EU, including the roles of the European Council and the Council of the European Union and their decision-making processes

##### Digital communication tools

- hands-on experience with content management systems and social media publishing tools
- proficiency with digital analytics tools and ability to produce actionable content recommendations

##### Performing tasks and achieving results

- willingness and capacity to work in a fast-paced, demanding and politically sensitive environment with a heavy workload
- organisation and planning skills
- excellent editorial judgement
- strong sense of initiative and responsibility
- ability to work autonomously
- ability to work efficiently with other web professionals (e.g. web designers, developers)
- ability to work effectively as a team member, and to coordinate and work cooperatively with other teams
- willingness to innovate

##### Other work-related aspects

- ability to make decisions on the features and design of the presidency website
- ability to make editorial decisions related to content for the presidency website
- access to the editorial plan for the website and the presidency's social media

The GSC is committed to diversity and inclusion. We actively seek diversity and promote inclusion among staff. We embrace all geographical and demographic characteristics and identities and strongly believe that diversity enriches our perspectives, improves our performance, and increases our well-being. We therefore encourage applications from qualified candidates from diverse backgrounds and on the broadest possible geographical basis amongst the EU Member States.

Please find here the [link](#) to the privacy statement about the treatment of your personal data.

Further information on the nature of the post can be obtained from Mr Maciej BURY  
(tel. +32 2 281 4456), e-mail: [maciej.bury@consilium.europa.eu](mailto:maciej.bury@consilium.europa.eu)