

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

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

SNE/07/2026-COMM.1.C.S2 - one 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, reporting to 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:

SUPPORT FOR THE PRESIDENCIES

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 the launch
- provide support and advice to the presidency's web communication team on all matters related to content production
- monitor the content published on the presidency website and provide editorial feedback
- help archive the Council presidency website

2. Presidency's social media presence

- 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 production of social media content
- coordinate editorial planning and content creation with the GSC social media team to maximise content reuse and make the most of relevant communication opportunities
- help evaluate the impact of the presidency's social media activities

SUPPORT FOR THE GENERAL SECRETARIAT OF THE COUNCIL OF THE EU (GSC)

3. Website and social media

- Contribute to the development and execution of the content strategy for the official website of the Council of the European Union
- Help implement the social media strategy designed by the General Secretariat of the Council (GSC)
- Create engaging content for social media channels and the official Council website.
- Draft, publish and curate multimedia content for the Council's official website
- Participate in digital projects aimed at enhancing the quality and impact of the Council's digital products
- Support the evaluation of the effectiveness of social media activities

B. General conditions

According to the Decision ¹ 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 EU² and a satisfactory knowledge of a second language for the performance of their duties.

C. Qualifications and experience

- a level of education that corresponds to completed university studies
- professional experience (at least one year) in producing and distributing user-focused web and digital content in various forms (text, visual)
- professional experience (at least one year) in creating and distributing social media content

D. Required skills

Language skills

- an excellent command of English
- a 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
- a 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 advanced tools for online publishing, including content management systems and social media management tools

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

² The languages of the EU are: Bulgarian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, Irish, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish and Swedish.

- 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 is an asset

Digital communication tools

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

Performing tasks and achieving results

- the willingness and ability to work in a fast-paced, demanding and politically sensitive environment with a heavy workload
- the ability to perform under pressure and manage multiple priorities efficiently, with proven organisational skills and a solid sense of responsibility
- organisation and planning skills
- excellent editorial judgement
- a strong sense of initiative and responsibility
- the ability to work autonomously
- the ability to work efficiently with other web professionals (e.g. web designers, developers)
- the ability to work effectively as a team member and to coordinate and work in cooperation with other teams
- a willingness to innovate

The GSC is committed to diversity and inclusion. We actively seek diversity and promote inclusion among staff. We embrace all differences based on 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 from among 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

