

**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/2/2021 (365217) - 1 post*

**Job description**

A. 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, working closely with Council officials and with other stakeholders, the expert will be called upon to:

**Before the presidency**

- **Presidency website:** work hand-in-hand with the GSC to customise the website to the presidency's specific needs, especially in the field of design and visual presentation, and prepare it for launch by populating it with relevant content.
- **Social media:** act as a contact person/coordinator for all matters related to the joint planning and pre-production of social media content.
- **Outreach:** contribute to planning outreach activities.

**During the presidency**

- **Presidency website:** work as part of the Digital Communication Unit to ensure coordination, complementarity and synergies between the presidency website and that of the Council. Provide support to the digital communication team in the national capital on all matters related to content production.
- **Social media:** Coordinate editorial planning and content creation with the GSC social media team.
- **Outreach:** act as a contact person/coordinator/support person for outreach activities.

## B. Qualifications and experience required

- A level of education which corresponds to completed university studies in a relevant field, such as communication, journalism, political science or similar.
- Professional experience (at least two years) in producing and distributing user-focused web and digital content in various forms (text, visual).

## C. Skills and abilities required

### Language skills:

- Excellent command of English
- Good knowledge 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 web content in line with web writing requirements
- 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 of the role of the European Council and Council and of their decision-making processes

### Digital communication tools

- Hands-on experience with content management systems and social media publishing tools
- Proficient use of digital analytics tools and an 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, autonomy and responsibility
- 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 across 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 of the presidency website
- Access to the editorial planning for the website and social media of the presidency

#### D. General conditions

- Be a national of one of the Member States of the European Union and enjoy full rights as a citizen
- Have fulfilled any obligations imposed by the laws concerning military service

The General Secretariat of the Council applies an equal opportunities policy.

For more information relating to the selection process, please contact Mr Maciej Bury ([maciej.bury@consilium.europa.eu](mailto:maciej.bury@consilium.europa.eu), tel. + 32 2 281 4456).

