

## Selection of temporary staff for Directorate-General for Communication

**Function Group:** Administrator (AD)

**Job title:** Information and Communication Officer – Media planning and buying

**Selection reference:** COM/2023/2052

**Where:** DG Communication, Brussels

**Publication:** until 06/11/2023 at 12.00 hours (noon) Brussels time

➤ **We are**

A dynamic team right at the heart of the Commission's external communication efforts. Our unit coordinates major external communication actions across Commission departments, runs the Commission's flagship campaigns NextGenEU and You Are EU and contributes to tracking and debunking disinformation activities.

➤ **We propose**

In your role as Information and Communication Officer, you will be a part of the campaign team in DG COMM.B1.

Our campaign team comprises of eight communication professionals who work in a collaborative way. You will report directly to the Head of Unit and work closely with the team members who specialise in strategising, project management, the development of creative assets, content production, monitoring and evaluation, legal advice and financial assistance.

In your day to day work, you will:

- check and supervise the work of our media agencies that plan and purchase advertising space;
- assess and greenlight media strategies and plans with the view of optimising net reach and frequency of contacts so that campaign messages are recalled in a cost-efficient manner;
- analyse data to extract insights for our media work;
- draft briefing papers for the external media agencies;
- develop and implement relevant media KPIs;
- support internal Commission service with media benchmark; and,
- ensure the highest possible outreach of our campaigns' creative assets through out-

of-home billboards, broadcast media (radio and TV), news media (print and online), social media and other channels across the territory of the European Union.

### **We look for**

A friendly, curious and versatile colleague who enjoys tackling new challenges. The qualifications for this job include:

- Relevant experience: We expect at least 5 years experience with media planning and buying of multichannel and pan-European campaigns gained in a media agency. You will contribute to the biggest advertising campaigns that the Commission has ever run. Experience with large-scale (above €30 million/year) media planning and buying across countries and media channels is indispensable.
- Team player skills: You will work within a collaborative campaign team and need the ability to work within a group of people to achieve a shared goal in an effective way. Listening skills, openness to everyone's ideas, the willingness to working for the good of the group as a whole, and a strong sense of responsibility are essential.
- Proven project management skills: You will have to be hands-on and independent while being a team player in the management of the project(s).
- Experience and knowledge of financial and administrative procedures (e.g. on financial management, anti-fraud, intellectual property rights, data protection, document management) is an advantage.

### **How to apply?**

Interested candidates should send their application respecting the deadline of the vacancy to the following email address: [COMM-B1@ec.europa.eu](mailto:COMM-B1@ec.europa.eu) and indicating the selection reference in the subject.

The application must include:

- Your CV in English
- A motivation letter in English

No applications will be accepted after the deadline for applications.

## ANNEX

### 1. Selection

#### ➤ Am I eligible to apply?

**You must meet the following eligibility criteria when you validate your application:**

#### General criteria:

Candidates must comply with the following formal criteria for this selection procedure on the deadline for applications:

- Be a national of a Member State of the European Union (EU) and enjoy full rights as a citizen;
- Have fulfilled any obligations imposed by applicable laws concerning military service;
- Be physically fit to perform the duties linked to the post;
- Produce the appropriate character references as to suitability for the performance of the duties.

#### Qualifications:

In order to be recruited at this position, you must have at least:

- (a) a level of education which corresponds to completed university studies of at least 4 years attested by a diploma and, after having obtained the diploma, at least 5 years full-time of appropriate professional experience OR
- (b) a level of education which corresponds to completed university studies of at least 3 years attested by a diploma and, after having obtained the diploma, at least 6 years full-time of appropriate professional experience.

Only qualifications issued or recognised as equivalent by EU Member State authorities (e.g. by the Ministry of Education) will be accepted. Furthermore, before recruitment, you will be required to provide the documents that corroborate the eligibility criteria and the information in your application form (diplomas, certificates and other supporting documents).

#### Languages:

Candidates must have

- a thorough knowledge (minimum level C1) in one of the 24 official languages of the EU
- a satisfactory knowledge (minimum level B2) in a second official language of the EU, to the extent necessary for the performance of the duties.

A good knowledge of English, French or German would be an asset.

The official languages of the European Union are: BG (Bulgarian), CS (Czech), DA (Danish), DE (German), EL (Greek), EN (English), ES (Spanish), ET (Estonian), FI (Finnish), FR (French), GA (Irish), HR (Croat), HU (Hungarian), IT (Italian), LT (Lithuanian), LV (Latvian), MT (Maltese), NL (Dutch), PL (Polish), PT (Portuguese), RO (Romanian), SK (Slovak), SL (Slovenian), SV (Swedish).

For details on language levels, please see the Common European Framework of Reference for Languages (<https://europass.cedefop.europa.eu/en/resources/european-language-levels-cefr>).

### ➤ **What about the selection steps?**

The post has also been published internally in the Commission, inter-institutionally, and has been brought to the attention of competition laureates.

In accordance with Article 29 of the Staff Regulations, applications from Commission officials, officials from other Institutions and laureates of competitions have priority. It is only in case no suitable candidate can be found among the aforementioned categories that other applications will be considered<sup>1</sup>.

The selection panel will choose a limited number of candidates for interview, based on the CV and motivation letter that they submitted. Due to the large volume of applications we may receive, only candidates selected for interview will be notified.

For operational reasons and in order to complete the selection procedure as quickly as possible in the interest of the candidates as well as that of the institution, the selection procedure will be carried out in English and possibly in a second official language.

## **2. Recruitment**

Candidates selected for recruitment will be requested to supply documentary evidence, in original, in support of the statements made in their application.

The successful candidates will be required to undergo a mandatory pre-recruitment medical check-up, carried out by the Commission.

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<sup>1</sup> Officials from the Commission or other Institutions are invited to use the standard channels (Sysper or inter-institutional vacancy portal)

### ➤ **Type of contract and working conditions**

The place of employment will be in Brussels.

In case the successful candidate is an external candidate, he will be engaged as a **temporary agent under Article 2(b)/2(d) of the** Conditions of Employment of Other Servants, **in function group AD.**

The grade, as well as the step in that grade, will be defined on the basis of the duration of the candidates' previous professional experience, in accordance with Commission Decision C(2013)8970 laying down the criteria applicable to classification in step on engagement.

The duration of the **1st contract will be of 3 years.** The contract might then be extended only once for a maximum of 2 years. The duration of the extension will be defined according to the General Implementation Rules in force at that moment, in accordance with Commission Decision C(2013)9049 on policies for the engagement and use of temporary agents.

All new staff has to successfully complete a 9-month probationary period.

The pay of staff members consists of a basic salary supplemented with specific allowances, including, where applicable, expatriation and family allowances. The provisions guiding the calculation of these allowances can be consulted in the Conditions of Employment of Other Servants. As a member of staff of the European institutions, your pay is subject to a tax raised by those institutions.

The European Commission applies a policy of equal opportunities and non-discrimination in accordance with Article 1d of the Staff Regulations.

Should you need further information on working conditions, please refer to Working conditions and benefits of EU Careers.

For information related to Data Protection, please see the Specific Privacy Statement.

### **3. How to appeal?**

Candidates have the right to submit complaints under Article 90(2) of the Staff Regulations, should they wish to challenge any act adversely affecting them taken during this procedure. Such complaints may be addressed to the Appeals and Case Monitoring Unit of DG HR (HR-MAIL-F6@ec.europa.eu).