



VACANCY NOTICE – 2023-BRU-01-FGIV-022628

Information and Communication Officer - Social Media Project Leader

Type of contract	Member of the European Commission's contract staff, Function Group IV (article 3b of the Conditions of Employment of Other Servants)
Duration of contract	36 months (renewable up to maximum 6 years)
Area	Communication
Place of employment	Brussels (BE)
Indicative basic salary	3877,47 - 5616,29 € (applicable as of 1 st of July 2022) For more detailed information please consult: Working Conditions

WE ARE

The [Joint Research Centre \(JRC\)](#) provides independent, evidence-based knowledge and science, supporting EU policies to positively impact society.

Our more than 2.700 staff are based at 6 different sites in 5 countries [Belgium, Germany, Italy, the Netherlands and Spain]. In addition to performing our own research at specialist laboratories and unique research facilities, we make sense of collective scientific knowledge, often working in partnerships with universities, government offices, agencies and stakeholders. The JRC's work has a direct impact on the lives of citizens by contributing with its research outcomes to a healthy and safe environment, secure energy supplies, sustainable mobility and consumer health and safety, to mention just a few of our research areas.

The current vacancy is with is in **Unit JRC.01** of the JRC, in charge of **Communication**. The Unit reports directly to the JRC Director-General, and the **mission** is to:

- centrally coordinate and perform communication actions for different target groups, i.e. related to press material, web content, social media, Commission and JRC internal communication, events, incl. their editorial control;
- set up a framework for disseminating JRC deliverables and for strategic communication;
- manage relationships with journalists and spokespersons; assist Cabinets, JRC (senior) managers and other JRC entities on Communication.

WE PROPOSE

A position as **Information and Communication Officer - Social Media Lead** to join the external communication and content team. We are a dynamic unit of 45 people, working in four sites of the JRC, the majority based in Brussels and Ispra. We are organised in different



teams, and work very closely together across team borders. We embrace the culture of the JRC built on trust, collaboration and transparency.

The **jobholder** will:

- Coordinate the social media work in close collaboration with the Team Leader for external communication and Unit management;
- Develop, adapt and implement the social media strategy;
- Draft communication plans and content for communication priorities;
- Design and implement organic and paid innovative digital communication campaigns (web & social media);
- Prepare, schedule and post content on JRC social media channels (*Twitter, Facebook, YouTube, LinkedIn, Instagram*);
- Provide expert advice on digital communication and mainstream the social media use in the JRC by developing and delivering training and coaching sessions;
- Ensure the quality control of the social media content;
- Collaborate with press, web, events, graphics and other teams to develop compelling external communication content;
- Coordinate and liaise externally with other JRC staff, Directorates-General, EU institutions and external contractors;
- Motivate, coach and organise the work of 2 social media experts within the external communication team;
- Monitor and report on the social media activity;
- Provide support to the senior management on digital communication by advising and preparing social media posts for the Director-General, Deputy Director-General and Commissioner(s);
- Give administrative support (signing timesheets, planning backups, etc.);
- Monitor contracts and follow the budget consumption during the year.

WE LOOK FOR

a dynamic, enthusiastic, creative, and stress resilient Social Media Lead. This is a role for someone who combines leadership skills with outstanding project management skills and can take on the responsibilities of planning, creating and delivering innovative social media campaigns.

Candidates will have

- Proven experience of at least 5 years in the field of external communication with a focus on social media and a successful record of managing digital campaigns;
- Team leadership experience of at least 1 year is a prerequisite;
- Strong project management experience for communication campaigns,
- Excellent understanding of multi-channel communication (web, social media, press and media relations, events, public relations);
- Degree in communication, journalism, marketing, advertising, political science or related field;
- Proven experience of translating complex information into easy-to-grasp and attractive content with a focus on social media;
- Experience in managing stakeholders and ability to work collaboratively with people from diverse disciplines;
- Excellent speaking and drafting skills and excellent command in English (C1).
- Good sense for visual communication with previous experience of working closely with graphic designers or video producers;



- Ability to analyse data with online tracking and analytics tools, draw conclusions, and make recommendations;
- Experience in delivering training sessions about digital communication and social media, which would be considered as an advantage;
- Experience with data visualisation, science communication or paid social media campaigns, which would be considered as an advantage;
- Previous experience in European institutions or agencies, which would be considered as an advantage;
- Strong motivation, enthusiasm and a team-player mentality;
- Familiarity with AI content generators;
- Result-focused way of thinking;
- Positive mindset.

HOW TO APPLY

If you are **already on a valid CAST FG IV reserve list**, or you **have already applied to one of the calls below**, you can directly submit your application at <http://recruitment.jrc.ec.europa.eu/?type=AX>.

If not, before applying to this position, **you must register** for one of the two following:

- the [Call for Expressions of Interest | EU Careers \(europa.eu\)](http://europa.eu) (CAST Permanent FG IV), which is used by a wide range of organisations (institutions, bodies, offices and agencies of the European Union), or
- the [specialised call for researchers](#) (JRC Call COM/1/2015/GFIV – Research), which is mainly used by the JRC.

Note that each of the calls above has **different minimum eligibility requirements and different selection tests**.

The JRC cultivates a workplace based on respect for other people and the environment, and embraces non-discriminatory practices and equality of opportunity. In case of equal merit, preference will be given to the gender in minority.