

SECONDED NATIONAL EXPERT- JOB PROFILE

Communications/Press Officer (Media and Public Relations Office/ Executive Management Bureau)

The post is located in the Media and Public Relations Office (MPR) of the Executive Management Bureau. The Media and Public Relations Office has an advisory role in strategic communications. Under the supervision of the Head of the Executive Management Bureau, MPR prepares messages along priorities fixed by the Executive Management that are disseminated in a timely manner through different channels according to the audience. MPR monitors and manages the Agency's reputational risks and ensures the coherence and consistency of messages. It does so by centralising the creation of key messages and planning content production for external communication (news releases, website and social media content, videos, publications, etc.) as well as for internal communication.

Main Tasks of the Media and Public Relations Office:

- handling media and public relations, drafting key messages on on-going issues ensuring consistency in style, vocabulary, terminology, visual identity, etc.
- monitoring, identifying and assessing reputational risks
- answering general questions from the public, giving presentations to visitors
- monitoring media coverage relevant to the Agency
- drafting original content for different communication channels, including website, social media and video scripts and providing strategic advice on communication
- editing and clearing for publication all content produced by different entities within the Agency
- acting as a clearinghouse for all content developed within the Agency, proofreading of the English language for strategic publications except the highly specialised or technical ones addressing an expert audience
- producing print publications and visual materials ensuring compliance with intellectual property rights and privacy laws
- maintaining and developing Frontex's online and social media platforms and relevant databases
- sharing information with Frontex staff on strategic developments and changes, events in the Agency's key activity areas as well as a wide range of practical information relevant to multinational staff
- planning and organising internal events

Tasks and responsibilities linked to this post:

- Coordinating the engagement with press and communication officers in Member States' authorities
- Writing and reviewing joint press releases and other communication materials for the agency's website and social media channels
- Together with the Spokesperson writing and reviewing the Agency's "Lines to take" on joint issues with Member States
- Preparing and fact-checking background materials dedicated to complex external communications activities relating to cooperation with Member States
- Developing proactive communication actions in Member States

- Providing support and guidance to Frontex field press officers' network
- Perform any other duties as assigned by the line manager

Selection criteria:

Professional qualifications, competencies and experience required:

Essential:

- level of education corresponding to completed university studies in law or a comparable field of study of at least three years, attested by a diploma
- good knowledge of the structure and functioning of the European Union and of its institutions, the treaties and fields of EU law related to the position and in particular the activities carried out within the Frontex mandate as per Article 10 EBCG Regulation
- good knowledge of the legislation on data protection and its implications for EU institutions and bodies, in particular of Regulation (EU) 2018/1725, of Regulation (EU) 2016/679 and of Directive (EU) 2016/680
- relevant experience in legislative or policy drafting
- relevant professional experience as well as an extensive capacity for analysis and written expression
- demonstrated experience (at least 2 years) in the field of data protection
- demonstrated experience in the field of border management, migration management and/or law enforcement

Assets:

- good knowledge of the structure and functioning of the Agency, in particular of the Operational Response Division, the Situational Awareness and Monitoring Division and the European Centre for Returns Division

Personal skills & competencies required:

- ability and to be ready to work in a small team in the dynamic environment with tight deadlines
- excellent written and verbal communication skills in English
- thorough knowledge of one of the official languages of the European Union and a good knowledge of another EU language