



Council of the European Union
General Secretariat

Directorate-General for Organisational Development and Services
Directorate for Human Resources
The Director

His /Her Excellency the Ambassador
Permanent Representative of the Member States to the
European Union

(by email)

Brussels, 15 May 2024

Subject: Secondment to the General Secretariat of the Council of a national expert in the field of digital communication

Ref.: SNE/06/2024 - 1 post

Dear Sir or Madam,

The General Secretariat of the Council (GSC) co-manages a single website for the Council presidencies. This service is provided by the GSC, at no additional cost, to all presidencies.

In addition, the GSC works closely with each presidency to support their social media activities, share social media content and create communication opportunities. It is also working increasingly closely with the permanent representations to share information about social media content and relevant communication opportunities and provide social media assistance.

In this context, the GSC wishes to recruit a seconded national expert to work within the GSC to help launch and run the website of each presidency, and to ensure that this website and the Council website complement each other and that there is optimal coordination of social media activities during the presidency. He or she would also work closely with the permanent representations to share social media content and exchange best practices.

The job description, which details the qualifications and experience required, is annexed hereto.

The duration of the secondment will be **two years**, with the possibility of extending it to a maximum of four years in total. Please note that in accordance with Article 5 of Council Decision (EU) 2015/1027, the secondment could be extended for an additional two years in exceptional cases.

The expert should take up their duties at the General Secretariat of the Council by **September 2024**.

The conditions of the secondment, including allowances paid by the Council, are set out in the Council Decision of 23 June 2015 concerning the rules applicable to experts on secondment to the General Secretariat of the Council (Council Decision (EU) 2015/1027, OJ L 163, 30.6.2015, repealing Decision 2007/829/EC). According to Article 2 of that Decision, seconded national experts must be nationals of an EU Member State.

Member States are hereby invited to propose qualified candidates for the post.

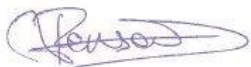
Proposals should indicate the national contact point(s) responsible for each candidate's submission. Submissions should be accompanied by a curriculum vitae detailing all posts held by the candidate to date as well as their education, and by a motivation letter.

Replies to this letter should be sent by email, no later than **15:00 CET on 7 June 2024**, to the following address: sne.recruitment@consilium.europa.eu.

The relevant department, together with the Human Resources Directorate, will examine the applications received, decide which candidates to shortlist and conduct the interviews. The Appointing Authority will decide on the appointment based on the outcome of the selection procedure. The General Secretariat of the Council may also decide to use the list of suitable candidates to fill future vacancies with the same profile.

If necessary, further information can be obtained from the General Secretariat of the Council by contacting Mr Maciej BURY, Head of COMM.1.C, tel. +32 (0)2 281 4456, email: maciej.bury@consilium.europa.eu

Yours sincerely,



Nathalie Pensaert

Annexes

Annex 1 – Job description

**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/06/2024 - 1 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, under the authority of 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:

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 launch
- ensure coordination, complementarity and synergies between the presidency website and that of the Council
- provide support to the digital communication team in the presidency holder's national capital on all matters related to content production
- help archive the Council presidency website

2. Social media

- 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 pre-production of social media content
- coordinate editorial planning and content creation with the GSC social media team
- help evaluate the impact of social media activities

B. General conditions

According to the Decision¹, 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 European Union and a satisfactory knowledge of a second language for the performance of their duties.

C. Qualifications and experience

- a level of education which corresponds to completed university studies
- professional experience (at least one year) in producing and distributing user-focused web and digital

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

- content in various forms (text, visual)
- professional experience (at least one year) in creating and distributing social media content

D. Required skills

Language skills

- excellent command of English
- 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
- 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 the roles of the European Council and the Council of the European Union and their decision-making processes

Digital communication tools

- hands-on experience with content management systems and social media publishing tools
- proficiency with digital analytics tools and 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 and responsibility
- ability to work autonomously
- 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 with other 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 for the presidency website
- access to the editorial plan for the website and the presidency's social media

The GSC is committed to diversity and inclusion. We actively seek diversity and promote inclusion among staff. We embrace all 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 amongst 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