



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 e-mail)

Brussels, 28 September 2026

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

Ref.: SNE/12/2026-COMM.1.C.S1 - 1 post

Dear Sir or Madam,

The General Secretariat of the Council (GSC) co-manages a single website for Council presidencies. This service is provided by the GSC, at no additional cost, to all presidencies. As part of this service, the GSC provides comprehensive support to create, customise, help run, evaluate and archive the website, working closely with each presidency.

The presidency website co-exists with the Council website, abiding by the principles of content complementarity and responding to user needs and expectations. Our approach to website management and to digital communication as a whole is strongly grounded in user evidence gathered through a series of user research activities.

In this context, the GSC wishes to recruit a seconded national expert to work within the GSC to help build, launch and manage the website for each presidency, and to ensure that the presidency website and the Council website complement each other. In addition, the expert will work closely with a number of stakeholders within the GSC to support the continuous development of the Council website and carry out user research activities.

During the secondment, the national expert will have the chance to work on policies that directly impact the future of Europe, engage with key international stakeholders, and participate in high-level negotiations in a dynamic and collaborative environment. Moreover, the importance of work/life

balance is recognised at the GSC, and flexible working hours, as well as the possibility to work remotely part of the time, are offered to accommodate both personal and professional needs.

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

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.

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 on 1 January 2027.

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 by **12:00 CEST on 09 October 2026**, to the following address: seconded.national.experts@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,

[e-signed]

Rebekka Wiemann

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**

SNE/12/2026-COMM.1.C.S1 - 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, reporting to the Head of Unit, and working closely with Council officials, the Council presidency and other stakeholders, the expert will be primarily responsible for website management and user-centred communication. The expert will be called upon to work in three main areas:

1. Council presidency website

- Define, together with the GSC's project team and the Council presidency's communication team, the content standards and editorial needs for the presidency website(s)
- Provide support and advice for the presidency's web communication team(s) on website management, user experience and content strategy
- Help adapt the website to the branding needs of each presidency and help prepare it for launch
- Monitor the content published on the presidency website and provide feedback to the presidency's communication team, taking users' needs into account
- Help archive the Council presidency website

2. Council website

- Contribute to the continuous development of the Council website and help identify development priorities in coordination with the web editors, webmasters and IT department
- Establish the business requirements for the development of the Council website. Follow up on the development, testing and implementation of new website features
- Work with web designers and front-end developers to create prototypes to improve the user experience (UX) of the Council website. Ensure good coordination between front-end and back-end development
- Support the editorial and design teams in creating content that meets users' needs

3. User research

- Plan and carry out user research activities, such as surveys, focus groups and usability testing, to promote a user-centred approach across the presidency and Council websites
- Lead the UX strategy for both websites, based on user research findings

- Analyse research and web analytics data to identify actionable insights and define user-focused improvements to the websites
- Coordinate projects with external consultants involved in user research

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 EU² 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 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
- good understanding of the user-centred approach to content design and digital accessibility requirements
- ability to plan, research, create, publish and evaluate web content in line with requirements related to digital content
- ability to plan and implement website development projects, in cooperation with communications and IT teams

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

² The languages of the EU are: Bulgarian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, Irish, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish and Swedish.

- good knowledge of the digital communication landscape and a sound understanding of digital communication standards and trends
- knowledge of advanced tools for online publishing, including content management systems and social media management tools
- good knowledge of and experience in implementing user research methods will be considered an asset
- familiarity with agile methodology for developing and managing websites will be seen as an asset
- 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 is an asset

Digital communication tools

- hands-on experience with content management systems
- knowledge of 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
- ability to perform under pressure and manage multiple priorities efficiently with proven organisational skills and a solid sense of responsibility
- 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) and with IT professionals
- ability to work effectively as a team member, and to coordinate and work cooperatively with other teams
- willingness to innovate.

The GSC is committed to diversity and inclusion. We actively seek diversity and promote inclusion among staff. We embrace all differences based on 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), email: maciej.bury@consilium.europa.eu

