Ref. Ares(2026)10828259 - 20/11/2026



Are you looking for

an impactful position with a vibrant organisation?

Then Cedefop is looking for your application

CAMPAIGN AND COMMUNICATION EXPERT

Type of contract and grade	Temporary Agent 2f ([1]), AD 5
Initial contract duration	5 years (renewable)
Place of employment	Thessaloniki, Greece
Reference	Cedefop/2026/07/AD
Deadline for applications	22 December 2026 - 13:00 Greek time (CET+1)

1. Who are we?

Cedefop is the European Union's reference centre for vocational education and training (VET), skills and qualifications. Our mission as an EU agency is to provide research and policy analysis to support the development of European VET policies and to contribute to their implementation. More than ever, skills and VET play a crucial role at the intersection of different policy areas to accompany economic, demographic and social changes, including the digital and green transitions, and to address issues like labour market integration and employability of EU citizens. This is where we are committed and dedicated to providing pan-European expertise, services and tools that make a difference.

To learn more about Cedefop's work and organisation, please visit Cedefop's website.

2. Is this job for you?

If you are a highly motivated, experienced, creative and digitally skilled communication professional, then this job may be the right match for you.

The Campaign and Communication Expert will plan, develop, implement and monitor Cedefop's integrated communication campaigns across social media, web and other communication channels. The successful candidate will combine excellent writing and content-development skills with a strong understanding of strategic campaign communication and the

([1]) Staff Regulations of Officials and the Conditions of Employment of Other Servants of the European Union. Interagency mobility: successful candidates currently holding a Temporary agent 2(f) contract may qualify for mobility under the terms of the CEOS, and in accordance with the Cedefop rules. The bandwidth for this position which can be accommodated is AD5-AD6.

ability to translate communication objectives into clear, engaging content for different stakeholders and formats to inform policy debates.

The position offers an opportunity to work in an international, dynamic, multidisciplinary environment, engaging with various partners and stakeholders and utilising digital communication tools. Working with colleagues across Cedefop and with external partners and stakeholders, the job holder will promote vocational education and training, skills and lifelong learning across Europe.

Flexible working arrangements, a collaborative team and professional growth opportunities make this role an attractive choice for communication professionals.

The successful candidate will report to the Head of Department for Communication.

With this vacancy notice, Cedefop aims to fill one position. Other successful candidates will be placed on a list of suitable candidates and may be offered a position as needs arise.

3. Key responsibilities of the position

1. Campaign management related:

- Design strategies based on stakeholders' analysis and VET, skills and lifelong learning policy horizon scan.
- Plan and implement campaign concepts, define target audiences and stakeholders, shape key messages, and establish timelines and deliverables.
- Manage campaign editorial calendars aligned with Cedefop's communication priorities.
- Coordinate campaign implementation and workflows, liaising with content owners in house, external contractors and other stakeholders.
- Ensure the timely and high-quality delivery of campaign materials and activities.
- Plan, produce and schedule campaign content for social media and other channels; monitor performance and use the data to improve reach and engagement.
- Provide strategic communication advice and coordination to ensure impactful, coherent and stakeholder-focused promotion and dissemination of research and initiatives.
- Prepare reports and strategic recommendations to improve future communication activities.
- Develop and manage partnerships, and leverage cross-promotion and coordinated communication with EU institutions, agencies and other relevant organisations.

2. Content management related:

- Develop, draft, edit, publish and adapt high-quality content in English for different stakeholders, channels and formats, including Cedefop's website.
- Lead the production of articles, key messages, newsletters, briefings and scripts, as required.
- Contribute to content prioritisation, structure and lifecycle management, including the use of templates and editorial guidance.
- Coordinate and oversee the development of supporting visuals and multimedia content, ensuring consistency with Cedefop's visual identity.
- Support the editor-in-chief in the editorial governance of the website, applying editorial standards for quality, consistency and stakeholder orientation.

4. Cedefop as an employer of choice

We offer a vibrant multicultural work environment with project- and team-based approach.

Our actions are inspired by our core values:

- **proactive and responsive**: we deliver relevant, high-quality and timely evidence, expertise and tools, addressing our stakeholders' and users' needs, building inclusive partnerships, cooperating with other key players to tap synergies and avoid duplication and proactively supporting EU policy objectives.
- **well-run and ambitious**: we are an efficient and compliant Agency that is committed to transparency, scientifically sound research and analysis and the highest standards of ethics and integrity. We empower and engage our staff and continuously improve our processes.
- **open-minded and adaptable**: we develop new ideas, embrace change and innovation, and view European Union values founded on human dignity, freedom, democracy, equality, the rule of law and respect for human rights as fundamental in all our activities.

We are committed to equality and diversity, providing equal opportunities to all employees and applicants. To attract diverse talent pool, we welcome applications from all qualified candidates, without any distinction on any grounds and from the broadest possible geographical basis amongst the EU Member States and EEA countries.

We place high importance on the professional development of our staff and offer diverse learning opportunities in-house and externally.

We value the well-being and work-life balance of our staff and offer flexible working arrangements, hybrid working and part-time working possibilities.

To learn more about Cedefop's working conditions, refer to the dedicated guide. The salary grid is available here.

5. Eligibility

Based on the requirements of the regulatory framework, for your application to be considered eligible, you must fulfil all the following requirements on the closing date for submission of applications:

Nationality: Be a national of one of the Member States of the European Union or a national of the European Economic Area (Iceland, Liechtenstein, Norway) ([2]).

Citizen rights: Enjoy full rights as a citizen.

Military service: Have fulfilled any legal obligations concerning military service.

Physical fitness: Be physically fit to perform the duties relating to the post ([3]).

Education: Have a level of education which corresponds to completed university studies of at least 3 years attested by a diploma ([4]).

([2]) Agreement on the European Economic Area.

([3]) Before appointment, the successful candidate must undergo a medical examination.

([4]) Before inclusion in a list of suitable candidates or appointment, the EQF level of the degree giving access to the post must be checked/certified.

Only diplomas that have been awarded in EU Member States or EEA countries or that are the subject of equivalence certificates issued by the authorities in the said countries shall be taken into consideration.

Language skills: Have a thorough knowledge ([5]) of one EU language ([6]) and a satisfactory knowledge ([7]) of another EU language as required for the performance of the duties.

6. Preselection phase

6.1 Exclusion (yes/no) criteria

For your application to be considered further, you must meet the following criteria:

- a university degree in communications, public relations, media, journalism, marketing, or in another field relevant to the position ([8]);
- English ([9]): level C2 in all dimensions as per the CEFR;

Only if your application meets both *Exclusion* criteria it will be assessed against the scored criteria listed below.

6.2 Scored criteria

The scored criteria consist of essential and advantageous criteria against which your application will be assessed.

6.2.1 Essential criteria

If you do not meet the minimum requirements in any of the essential criteria below, your application will not be considered further.

- At least 3 years of work experience in the past 5 years, in campaign and content management.
- At least 3 years of work experience in the past 5 years, in writing and editing in English for different audiences and channels (e.g., policy and non-specialist audiences, for web, social media and print, respectively).

6.2.2 Advantageous criteria

If you do not meet one or more of these criteria, listed in order of priority, it will not result in exclusion. However, meeting them will positively impact the overall scoring of your application, increasing your chances of being invited to the next stage of the selection process.

([5]) Level C2 in all dimensions as per the CEFR (Common European Framework of Reference for Languages).

([6]) By way of derogation from Articles 12(2)(e), 82(3)(e) and 85(3) of the Conditions of Employment of Other Servants of the European Union, the languages referred to in Article 129(1) of the Agreement shall be considered by Cedefop, in respect of its staff, as languages of the Union referred to in Article 55(1) of the Treaty on European Union.

([7]) Level B2 in all dimensions as per the CEFR.

([8]) It can be Bachelor, Master, or PhD.

([9]) English is the working language of Cedefop.

- Experience in the past 5 years in managing partners, stakeholders and institutional relationships for communication purposes, with international/EU institutions.
- Experience in the past 5 years, producing or coordinating multimedia campaign assets (e.g. short-form video, podcasts, animations, infographics, etc.) and using analytics to optimise performance.
- Experience in the past 5 years, in managing projects relevant to the post. A PM recognised certification will be assessed more favourably.

7. Assessment process

The selection process will be organised in several stages.

7.1. Assessment of applications by the selection board

The assessment of applications will be carried out by a selection board appointed by the Executive Director, based on the information provided in your online application (Section 9. 'How to apply?').

It is important that you **explain <u>explicitly</u> how you meet each preselection criterion** in the respective box of the online application form as the assessment is carried out solely based on the information you provide there.

The applications that meet the eligibility requirements (Section 5) will be assessed against the criteria described in Section 6, using as a reference the description of the role in Sections 2 & 3 of this vacancy notice.

Around 20 eligible candidates, who obtain the highest scores in this phase and at least 50% of the maximum score for the scored preselection criteria, will be invited for a written test.

7.2 Written test and interview

This stage of the selection procedure will allow you to prove your suitability for this post. You will have the opportunity to demonstrate your technical and soft skills relevant for the job, as follows:

- Ability to develop integrated communication campaigns by translating strategic objectives and stakeholder needs into clear communication initiatives and products.
- Ability to draft and edit for the web, social media and other formats; producing clear and accurate content, adapted to the audience and the channel.
- Ability to develop and manage social media campaigns, adapt content and messages across platforms, and use performance data to evaluate results and optimise campaign delivery.
- Ability to advise internal and external partners and stakeholders to deliver coherent, audience-focused communication.
- Ability to communicate clearly, effectively and persuasively (orally and in writing) in English, and to adapt the communication style to different audiences;
- Ability to collaborate constructively in a multicultural and multidisciplinary team.
- Ability to plan and organise work and manage competing priorities.
- Ability to work flexibly and efficiently under time pressure.

The written test will be organised remotely (proctoring method) and assessed by the selection board anonymously (i.e. the candidate is assigned a code and the selection board is not aware of the candidates' identity when correcting the written test).

Only candidates who obtain at least 60% of the maximum score for the written test will be invited to take part in an interview with the selection board. The interviews too, will take place remotely.

In the final score the written test will have a weight of 40% and the interview 60%.

8. Reserve list of suitable candidates and appointment

Following the tests and interviews, the selection board will propose candidates to be included in a reserve list of candidates suitable for this post.

To be proposed to be placed on this list, you must obtain a minimum of 70% overall score and minimum 60% of the scores for the written test and the interview, respectively.

A second interview may also be organised with candidates placed on this list prior to taking the final decision. The second interview will assess further the suitability of the candidate for the post in view of the main functions and duties it entails.

The job offer to the most suitable candidate(s) will be made only after the necessary supporting documents have been provided by the candidate and Cedefop's HR service has confirmed their completeness.

The successful candidate will be required to sign a declaration of commitment to act independently in the public interest and to sign a declaration in relation to interests that might be considered prejudicial to his/her independence. Applicants must confirm their willingness to do so in their application.

The appointed candidate will undergo a probation period of 9 months.

Candidates on the list may be considered for other recruitment(s) at Cedefop as the need arises in the Agency. However, inclusion in the list does not guarantee recruitment.

If you are included in the reserve list of suitable candidates, your personal data may be shared - subject to your explicit consent - with other EU Agencies or Joint Undertakings ([10]) seeking to fill similar positions. This will allow you to be considered for additional job opportunities across multiple EU Agencies and Joint Undertakings, only if needed in the future. Your explicit consent will be sought each time another EU Agency or Joint Undertaking requests access to the reserve list of suitable candidates.

([10]) Apart from Cedefop, the other agencies currently participating are: European Cybersecurity Competence Centre (ECCC); European High Performance Computing Joint Undertaking (EuroHPC JU); Agency for the Cooperation of Energy Regulators (ACER); Chips Joint Undertaking (Chips JU); Authority for Anti-Money Laundering and Countering the Financing of Terrorism (AMLA); European Banking Authority (EBA); Clean Aviation Joint Undertaking (CA JU); European Union Agency for Railways (ERA); European Union Agency for Criminal Justice Cooperation (EUROJUST); European Insurance and Occupational Pensions Authority (EIOPA); Clean Hydrogen Partnership (Clean Hydrogen JU); Circular Bio-Based Europe Joint Undertaking (CBE JU); European Union Agency for Cybersecurity (ENISA); The European Union Agency for Law Enforcement Training (CEPOL); Global Health EDCTP3 Joint Undertaking (GH EDCTP3 JU); SESAR Joint Undertaking (SESAR 3 JU); Smart Networks and Services Joint Undertaking (SNS JU); European Labour Authority (ELA); Innovative Health Initiative Joint Undertaking (IHI JU).

In line with art. 2(2) of Cedefop/DGE/40/2019 governing conditions of employment of contract staff under the terms of Article 3a of the CEOS, the Appointing Authority may also, following due consideration of the needs of the service, offer to suitable candidate(s) a Contract Agent post in Function Group IV. The duration of such contract may vary according to the need of the Agency.

This list will be valid until 31/12/2028. The Executive Director may extend the validity of the list. The status of the lists of suitable candidates can be consulted on Cedefop's webpage dedicated to job opportunities.

9. How to apply?

Please submit your application in English through the online system by **22 December 2026 at 13:00 Greek time (CET+1)**.

To register and apply, please go to the Vacancies section on Cedefop's website, and select the procedure in question.

Supporting documents (diploma(s), work experience certificate(s), etc.) may be requested in the context of the selection phase.

Candidates are strictly forbidden to make any contact relating to this selection procedure with the selection board and the Executive Director, or members of Cedefop's management, either directly or indirectly. Any infringement of this rule will lead to disqualification from the selection process.

Artificial Intelligence tools may not be used in the completion of any part of this procedure. If such use activity is detected, candidate(s) will be disqualified from the selection procedure.

For useful information for applicants, refer to the dedicated guide for applicants. If you have a query, please refer first to the Frequently Asked Questions. If you cannot find the response that you need there, you may also send an email to hr-recruitment@cedefop.europa.eu.

10. Additional information

Protection of personal data
Cedefop ensures that applicants' personal data are processed in line with Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018.

More information is available on Cedefop website: privacy statement.

Reasonable adjustments
Cedefop is committed to accommodating the needs of applicants and selected candidates who may need reasonable adjustments. If you have a disability, please inform us at HR-recruitment@cedefop.europa.eu and specify the arrangements or adjustments you may need to participate equally in the selection procedure. We may ask you to provide a certificate or a note from the competent authority (e.g. a medical certificate) confirming your condition.