

## Vacancy notice 2024 - 060 HQ (AD) – Head of Division SG.STRAT.2

### EEAS Vacancy Notice – Head of Division “Global communications, international cultural relations and public diplomacy”

#### Type of post "Head of Unit or equivalent"

#### EU Officials – AD 9 – AD 14 – Candidates from the Member States<sup>1</sup> – AD 12

#### **We are:**

The European External Action Service (EEAS) supports the High Representative in the exercise of his mandate to conduct and implement an effective and coherent EU Common Foreign and Security Policy (CFSP), to represent the EU and to chair the Foreign Affairs Council.

It also supports the High Representative in his capacity as Vice-President of the Commission with regard to his responsibilities within the Commission in the external relations field, including the coordination of other aspects of the EU's external action. The EEAS works in close cooperation with the General Secretariat of the Council, the services of the Commission and the Secretariat General of the European Parliament.

The Mission of the Directorate for Strategic communication and Foresight (SG.STRAT) is to support the High Representative-Vice President of the European Commission (HRVP) and the European External Action Service (EEAS) in implementing the EU common foreign, security and defence policies, by providing strategic analysis, foresight as well as communication advice and support, including through closing space for Foreign Information Manipulation and building resilience against it.

We enhance the global projection of the EU by shaping and promoting narratives that foster a greater understanding and trust of the EU and its role in the world and by engaging with European and foreign audiences.

We monitor media and public opinions, design proactive and inclusive communication and public diplomacy strategies based on situational awareness. We fight Foreign Information Manipulation and Interference (FIMI) in order to protect information integrity. We foster a strategic culture in the EEAS to advance the EU's interests, values and position in the world.

We fulfil our mission by working with all services at EEAS Headquarters, the Spokesperson Service, EU Delegations, missions and operations as well as EU Institutions and Member States. We also co-operate closely with partner governments, civil society, media, think tanks, academia and the private sector.

#### **We propose:**

The post of Head of Division of the future Global communications, international cultural relations and public diplomacy Division to be created on 1<sup>st</sup> May 2024.

Under the administrative authority of the Director, the Head of Division exercises the overall management responsibility for the activities of the Division.

#### **The main responsibilities are as follows:**

- Define and coordinate the Division's strategic direction in line with the SG STRAT and EEAS mission statement.
- Take an active part in the SG STRAT management team and ensure cross cutting work with other SG STRAT divisions.

<sup>1</sup> Temporary Agents from national diplomatic services of the Member States to whom Article 2(e) of the CEOS applies will also be reclassified to this grade if selected for the post.

- Manage a team of 25 staff members, manage framework contracts, projects and budget in coordination with the SG STRAT Budget Cell
- Conceive and deploy global communication and campaigns, including expos;
- Develop International Cultural Relations and Public Diplomacy, including building networks of trust with audiences outside the EU through the network of EU Delegations.
- Coordinate visits to the EEAS and manage the EEAS library and subscriptions;
- Produce digital communications products, including management of content of the EEAS and EU DELs websites, social media platforms, graphic design, and intranet.
- Define policies and guidelines for the use of social media by EEAS staff.
- Advise and implement communication strategies on the Common Security and Defense Policy and on its missions and operations
- Coordinate with DG COMM as well as the Spokesperson service and HRVP Cabinet
- Lead the Interinstitutional relations on strategic communication: manage the coordination mechanism for communication outside the EU with other EU institutions and the coordination of EU MS MFAs and EU institutions communication directors in a Team Europe approach.
- Participate / intervene in public events / seminars on the EU
- Contribute to the trainings of EEAS colleagues in strategic communication.

This position is classified as a “Head of unit or equivalent” type of post<sup>2</sup> in the grade bracket AD 9 – AD 14.

If selected for the post, candidates from the national diplomatic services of Member States will be recruited at grade AD 12.

If selected for the post, the contract of candidates who, at the time of their application are temporary agents to whom Article 2(e) of the Conditions of Employment of Other Servants (hereafter, the “CEOS”) applies, will be amended and, if applicable, these candidates will be reclassified at grade AD12.

The duration of the assignment to the post shall be, in principle, four years.

### **Legal Basis for the recruitment to this position**

The successful candidate for this position will be:

- appointed in accordance with Article 29(1) of the Staff Regulations (SR) if he or she is an official;
- recruited in accordance with Article 29(1)(a) and Article 98(1), first subparagraph, of the SR, if the candidate is a member of the national diplomatic service of a Member State or reassigned if he/she is a temporary agent to whom Article 2(e) of the CEOS applies. Such candidates shall be recruited or, if applicable, assigned at grade AD 12 or at their current grade if it is higher.

**We look for:**

### **Eligibility Criteria<sup>3</sup>**

#### **General**

Further to the conditions set out in Article 28 of the SR for EU officials and Article 12 of the CEOS for temporary agents, candidates must:

1. be an EU official, or a temporary agent to whom Article 2(e) of the CEOS applies, or a member of staff from national diplomatic services of the Member States;
2. have the capacity to work in the languages of the CFSP and external relations (English and French), necessary for the performance of their duties. Knowledge of other EU languages would also be an asset;

<sup>2</sup> According to the Annex I of the Staff Regulations and the relevant EEAS internal rules.

<sup>3</sup> All the eligibility criteria must be met on the closing date for applications for this post.

3. have three years' management experience commensurate with the responsibilities of the post;<sup>4</sup>
4. have at least six years' proven, pertinent external relations experience - for staff from national diplomatic services, this experience must have been gained from working in a national administration of one of the Member States.
5. Without prejudice to exemptions authorised by the Appointing Authority for exceptional and justified reasons, the candidate shall be in a position to serve the full duration of the posting within the duration of their service with the EEAS or before reaching the age of retirement foreseen under Article 52(a) of the Staff Regulations.

#### **- SPECIFIC ELIGIBILITY CRITERIA FOR EU OFFICIALS**

1. EU officials applying for this post must be AD 9 – AD 14.

EU officials at AD 8 are eligible to apply if they have at least 2 years seniority in that grade.

In the event of a successful application, EU officials at AD 9 – AD 14 will be appointed at the same grade. EU officials at AD 8 will be promoted to grade AD 9.

2. Due to the need to ensure sound financial management of the limited financial resources and given the fact that the assignment of a staff member to a Delegation has important budgetary and business continuity implications, applications from staff members currently serving in a Delegation and who are not in the annual rotation/ mobility exercise are in principle not eligible and may only be considered in the interest of the service or in case of an application for a higher type of post (further on, "career progression").<sup>5</sup> In addition, if they wish to apply for a post on the basis of career progression, they should have spent at least 2 years on their current post when they take up duty.
3. Candidates who, at the time of the application, are EU officials, independently of their administrative status under Article 35 of the SR, cannot request to be recruited as temporary agents under Article 2(e) of the CEOS.

In the case of applications from EU officials on leave for personal grounds, successful candidates will be reinstated into active employment within the meaning of Articles 35(a) of the SR.

#### **- SPECIFIC ELIGIBILITY CRITERIA FOR CANDIDATES FROM THE NATIONAL DIPLOMATIC SERVICES OF THE MEMBER STATES TO BE RECRUITED IN ACCORDANCE ARTICLE 98(1), FIRST SUBPARAGRAPH, OF THE SR.**

In line with Article 12 of the CEOS and in accordance with the needs of the service, candidates from the diplomatic services of Member States of the Union must:

1. possess a level of education
  - a. which corresponds to completed university studies attested by a diploma when the normal period of university education is four years or more,

OR

  - b. which corresponds to completed university studies attested by a diploma and relevant professional experience of at least one year when the normal period of university education is at least three years.<sup>6</sup>

<sup>4</sup> In their CVs, applicants should indicate management experience in terms of: (1) title and role of management positions held, (2) numbers of staff overseen in these positions, (3) the size of budgets managed, and (4) numbers of hierarchical layers above and below and number of peers.

<sup>5</sup> 'Career progression' refers to applications for a higher type of post according to Annex I of the SR. It is designed to allow staff to develop within the organisation. In this case, it refers to "Administrators" in grade AD 8 with 2 years seniority in this grade, who are applying to a "Head of Unit or equivalent" type of post for the first time.

<sup>6</sup> The minimum of one year of professional experience required under (b) counts as an integral part of the above qualification and cannot be included in the professional experience required under point 3.

2. have gained at least 12 years' full time professional experience. This experience must have been gained after obtaining the four-year diploma or after obtaining the three-year diploma and the one year relevant professional experience;

Candidates must indicate their level of education and professional experience on the application form.

3. Candidates from national diplomatic services and current temporary agents engaged under Article 2(e) CEOS must be able to return to active service with their Member State after the end of their period of service to EEAS.

The candidates shall provide a statement issued by their national diplomatic service, which contains at least the following elements:

- the post to which the candidate applies;
- that the candidate is a staff member in active service in the national diplomatic service of their respective member state at the time of application, either as an official or under a permanent employment relation.
- that the national diplomatic service endorses his/her application to the post
- A guarantee of immediate reinstatement in the national diplomatic service after the end of their contract with the EEAS/ the end of their secondment.

If candidates are unable to provide this document from their national diplomatic service, their application will be deemed ineligible.

Candidates from the Member States should be in active employment in their public service of origin at the moment of the application.

Candidates from the national diplomatic services of Member States, who have served continuously 8 or up to the maximum of 10 years as Temporary Agents under Article 2(e) of the CEOS pursuant to Article 50b(2) of the CEOS, are not eligible before a lapse of at least 2 years from the termination of their last contract under Article 2(e) of the CEOS<sup>7</sup>.

#### **- SPECIFIC ELIGIBILITY CRITERIA FOR TEMPORARY AGENTS TO WHOM ARTICLE 2(E) OF THE CEOS APPLIES**

Due to the need to ensure sound financial management of the limited financial resources and given the fact that the assignment of staff to a post of the establishment plan in Delegation or in Headquarters has important budgetary and business continuity implications, applications from temporary agents currently employed in the EEAS under Article 2(e) of the CEOS will be considered only during the third year of their first contract.

They must provide a statement issued by their national diplomatic service containing the elements provided for by the specific eligibility criteria for candidates from national diplomatic services of the Member States.

Candidates from national diplomatic services who, at the time of their application, are Temporary Agents to whom Article 2(e) of the CEOS applies, are eligible to apply, irrespective of their current grade, provided that they fulfil the general eligibility criteria.

#### **- Selection Criteria**

The ideal candidate should:

- possess strong communication skills and experience in building and implementing communication strategies combined
- demonstrate creativity skills and versatility combined with sound political judgement
- have excellent knowledge of external relations, internal policies and functioning of the Union; and a good knowledge of the EEAS

<sup>7</sup> ADMIN(2023) 24 on the maximum duration of engagement by the European External Action Service of non-permanent staff under successive limited duration contracts of different types, and on the minimum lapse of time between successive contracts under Article 2(e) of the CEOS

- have the ability to maintain diplomatic relations and to ensure representation, communication and management in a complex, multicultural environment;
- have excellent drafting, communication and networking skills;
- have proven management skills to be able to lead and manage multicultural and multi specialists team;
- have experience of working in an EU Delegation or an Embassy (or equivalent in an international organisation)

Furthermore:

- good knowledge of French language would be important asset.

## **TYPE AND DURATION OF CONTRACT FOR TEMPORARY AGENTS**

If the successful candidate is not an EU official, or a temporary agent currently employed in the EEAS under Article 2(e) of the CEOS, he or she will be required to undergo a medical examination to ensure that he or she is physically fit to perform the duties.

The successful candidate will be offered a temporary contract under Article 2(e) of the CEOS. Such contracts may not exceed 4 years in duration; their expiry will as far as possible be aligned with the usual date of mobility at Headquarters (currently 31 August of each year). The contract of successful candidates who are temporary agents under Article 2(e) CEOS currently employed in the EEAS will be amended and renewed for a 4 years period, within the limits provided for by Article 50(b)(2) of the CEOS.

All newly engaged temporary staff will be required to complete a probationary period of 9 months in accordance with Article 14 of the CEOS.

If the successful candidate has already successfully completed the required probationary period under Article 14 of the CEOS, an additional probationary period of the same duration may be required to be completed in accordance with Article 44(2) of the SR, applied by analogy to temporary agents in accordance with Article 20 of the CEOS, where the successful candidate is assigned to his/her first management post.

## **PLACE OF EMPLOYMENT**

Brussels (Belgium)

## **SPECIFIC CONDITIONS OF EMPLOYMENT**

The requested level of security clearance for this post is: SECRET UE/EU SECRET. A description of the EU classified information levels is available under Article 2 of the Decision ADMIN(2017) 10 on the security rules of the EEAS<sup>8</sup>.

The selected candidate should hold, or be in the position to obtain, a valid Personnel Security Clearance (PSC)<sup>9</sup> issued by the competent authority of the Member State concerned.

Candidates who do not already have a valid PSC will be required to go through the security clearance vetting procedure of their Member State to obtain this clearance in accordance with national laws and regulations and with the procedure laid down in the Decision ADMIN(2019)7 on Security Clearance Requirements and Procedures for the EEAS of 08 March 2019 and in Annex A I of the Decision ADMIN(2017) 10 on the security rules of the EEAS<sup>10</sup>. Until the PSC is issued by the competent authority of the Member State concerned, the selected candidate will not be authorised to access EUCI at the level of CONFIDENTIEL UE/EU CONFIDENTIAL or above, or to participate in any meetings or workflow where EUCI is processed.

<sup>8</sup> OJ C 126, 10 April 2018, p.1.

<sup>9</sup> The 'Personnel Security Clearance' is defined under point 2 of Annex A I of the Decision ADMIN(2017) 10 on the security rules of the EEAS as "a statement by a competent authority of a Member State which is made following completion of a security investigation conducted by the competent authorities of a Member State and which certifies that an individual may, provided his 'need-to-know' has been determined, be granted access to EUCI up to a specified level (CONFIDENTIEL UE/EU CONFIDENTIAL or above) until a specified date; the individual thus described is said to be 'security cleared'."

<sup>10</sup> OJ C 126, 10 April 2018, p.1.

Please note that the necessary procedure for obtaining a PSC can be initiated on request of the employer only, and not by the individual candidate.

In case of failure to obtain or renew the required PSC, the AACC may take the appropriate measures in accordance with Article 3(3) of the Decision ADMIN(2019) 7 on Security Clearance Requirements and Procedures for the EEAS of 08 March 2019. Successful candidates from the national diplomatic services of the Member States will be required to make a declaration of their commitment to act independently in the public interest and a declaration of any interests which might be considered prejudicial to their independence.

## EQUAL OPPORTUNITIES

The EEAS is committed to an equal opportunities policy for all its employees and applicants for employment. As an employer, the EEAS is committed to promoting gender equality and to preventing discrimination on any grounds. It actively welcomes applications from all qualified candidates from diverse backgrounds and from the broadest possible geographical basis amongst the EU Member States. We aim at a service which is truly representative of society, where each staff member feels respected, is able to give their best and can develop their full potential.

Candidates with disabilities are invited to contact the functional mailbox ([CCA-SECRETARIAT@eeas.europa.eu](mailto:CCA-SECRETARIAT@eeas.europa.eu)) in order to accommodate any special needs and provide assistance to ensure the possibility to pass the selection procedure in equality of opportunities with other candidates. If a candidate with a disability is selected for a vacant post, the EEAS is committed to providing reasonable accommodation in accordance with Art 1d.4 of the Staff Regulations.

## PROCEDURE<sup>11</sup>

The selection procedure will take place in three different and successive steps:

### 1. Application

Before submitting their application, candidates should carefully check whether they meet all the eligibility criteria in order to avoid automatic exclusion from the selection procedure.

Candidates must apply through the online system

<https://webgate.ec.europa.eu/eapplication/index.cfm>

To log on to the system, an ECAS (European Commission Authentication Service) password is required; candidates without a password can register to get one through the aforementioned link. EU staff members with a professional ECAS account should use that account for their application. A helpdesk facility is available via the "Contact Support" function within the online system.

In case of connection problems, you can also refer to the complete EU Login user guide: [https://webgate.ec.europa.eu/cas/manuals/EU\\_Login\\_Tutorial.pdf](https://webgate.ec.europa.eu/cas/manuals/EU_Login_Tutorial.pdf)

During the online application procedure, candidates will have to upload their CV and motivation letter (in English or French). Candidates are invited to use the "Europass" CV format (<https://europass.cedefop.europa.eu/documents/curriculum-vitae>) for their applications.

Candidates from the national diplomatic services of the Member States will, in addition, have to upload a copy of their passport/ID and a recent statement by their Ministry for Foreign Affairs (issued within the past 6 months) confirming their membership of a diplomatic service..

All candidates will have the opportunity to follow the progress of their application through the online system.

The closing date for the submission of applications is **24/04/2024, 12.00 midday** (CET - Brussels' time). Please note that the only way to submit an application is using the online system.

<sup>11</sup> Your personal data will be processed in accordance with Regulation (EC) 2018/1725. The privacy statement is available on EEAS webpage: [http://eeas.europa.eu/data\\_protection/rights/index\\_en.htm](http://eeas.europa.eu/data_protection/rights/index_en.htm)

As the system may experience peak activity around the deadline, candidates are strongly advised to submit their application as early as possible. Late applications will not be accepted.

For correspondence concerning the selection procedures, please use the following email address: [cca-secretariat@eeas.europa.eu](mailto:cca-secretariat@eeas.europa.eu)

## **2. Pre-selection**

The pre-selection will be done by a panel on the basis of the qualifications and the professional experience described in the CV and motivation letter, and will produce a shortlist of a limited number of eligible candidates who best meet the selection criteria for the post.

## **3. Selection**

The candidates who have been shortlisted will be invited for an interview so that the selection panel can evaluate them objectively and impartially on the basis of their qualifications, professional experience and linguistic skills, as listed in the present vacancy notice. The selection panel will recommend a shortlist of candidates to the Appointing Authority/AACC, who will make the final selection.

Shortlisted candidates might be invited to an Assessment Centre.

It is recalled, that if the interest of the service so requires, the selection procedures can be terminated at any stage and the post be filled by a transfer in accordance with Article 7 of the SR.

**CONTACT:** Aude MAIO-COLICHE, Director SG.STRAT

**Email :** [aude.maio-coliche@eeas.europa.eu](mailto:aude.maio-coliche@eeas.europa.eu)

**POST AVAILABLE:** 1 May 2024