

The **European Centre of Excellence for Civilian Crisis Management e.V. (CoE)** is looking for a **Policy Officer Public Relations (f/m/div)** in full-time. The position is initially limited to two years. The place of work is Berlin. The position is foreseen to be filled as soon as possible. Applications will therefore be reviewed on a rolling basis and will no longer be accepted once the position is filled by a suitable candidate.

The Berlin-based CoE was opened in September 2020 during the German EU Council Presidency upon the initiative of the Federal Foreign Office. Its aim is to strengthen civilian crisis management. The CoE is a service provider for EU Member States and EU institutions, especially the European External Action Service (EEAS), supporting them in their efforts to strengthen civilian crisis management capabilities. It is a knowledge hub for the collection and exchange of national models and experiences ("good practices") and for the development of concrete ideas and practices on how European civilian crisis management can be further developed. The CoE currently has 22 members, all of them EU Member States.

Under the overall supervision of the Director, the Policy Officer Public Relations is assigned to the Head of Director's Office and has under their supervision the Junior Policy Officer Public Relations as well as a Student Assistant. The Policy Officer for Public Relations is also responsible for advising and supporting the CoE members with regards to their strategic communication efforts on civilian Common Security and Defence Policy (CSDP).

The **main tasks** of the Policy Officer Public Relations are:

- 1) Continuous development of the CoE's communication strategy, and its implementation
- 2) Take charge of all public relations and communications activities of the CoE
 - Leading on content development and production for CoE website and social media. Regular updating of website in CMS Typo3 and updating social media and Wikipedia accounts
 - Work with and support CoE colleagues in PR and Comms related to their respective portfolios
 - Developing content for stakeholders, informing them about the CoE's work on civilian crisis management. E.g., fact sheets, infographics, and photos
 - Conceptualising and delivering audio-visual media such as podcasts and videos
- 3) Analysis of and advice on (the adaptation of) good practices in national strategic communication activities of EU Member States
 - Work together with and in support of EU Member States in their efforts to improve national strategic communication in civilian CSDP, through providing them with operational guidance and expertise on strategic communication ("tailored solutions" e.g., on national communication, strategy, action and implementation plans)
 - Outreach to CoE members and their line ministries and agencies, civilian CSDP Missions, EEAS, EU institutions and agencies, international organisations such as NATO, UN, OSCE, AU and any other relevant external actors, for instance civil society and academia, on cross-sector conceptual issues related to communications
- 4) Supervision of the Public Relations team (Junior Policy Officer Public Relations, Student Assistant)

- 5) Planning and budgeting of the Public Relations department's annual work and financial plan
- 6) Carry out other tasks as necessary

Required profile:

- Minimum 5 years' professional experience in the field of public relations/communications, of which preferably 2 years with leadership experience
- Experience in drafting, implementing, adapting and evaluating a communication strategy and managing its respective tools for (or within) an organisation in a relevant field, ideally in an international political context
- Substantive experience in the development of strategic communication campaigns and concepts and the production of audio-visual outputs
- University degree in Communications, Media, International Relations, Business Administration or similar fields of study, alternatively substantive professional experience in an area topical to PR
- Substantive experience in producing and editing high quality texts, posts, photos, videos and podcasts
- Well versed in using social media including its various features (X Spaces etc.)
- Experience in using Adobe Creative Suite and/or similar software packages
- Experience in editing and publishing website content through a Content Management System, preferably Typo3
- Experience in Canva and Hootsuite
- Excellent organisational and team-working skills, diplomatic skills
- Ability to engage with senior stakeholders
- Ability to work under pressure and with tight deadlines and to manage multiple tasks and unexpected demands
- Excellent command of written and oral English
- Ability and readiness to take into account aspects of gender equality and human rights in the execution of tasks
- **Eligibility to work in Germany** (e.g., EU citizenship, a valid work-permit or job-seeker visa for Germany or the EU, etc.)
- General knowledge of European issues, especially CSDP, is an advantage
- Experience in working in or with a ministerial / national administration environment is an advantage
- Knowledge of German is an advantage

Our offer:

- A position of responsibility with room for manoeuvre in a young and dynamic organisation
- Collegial atmosphere in an international team
- State of the art equipment and spacious, wheel-chair accessible office in the heart of Berlin
- Options for teleworking as well as flexitime
- Opportunities for vocational training
- 30 days annual leave and 24, 31 December as additional leave days
- The CoE as a recipient of institutional funding from the Federal Government is bound to not exceed the conditions of the collective agreement for the public sector (TVöD Bund). Remuneration, pay grade and tier level are based on qualifications and relevant experience as predefined in the TVöD and are non-negotiable. **Maximum pay grade for this position is**

contingent on qualifications: max. E12 (Bachelor-level degree) or max. E13 (Master-level degree).

We value diversity and therefore expressly welcome all applications - regardless of cultural, social or ethnic origin, gender, religion or belief, disability, age or sexual identity.

People with severe disabilities and people of equal status are given preferential consideration in the case of equal suitability in accordance with the legal requirements.

Your application **(in English, via email in one PDF document)** should include the following **documents and evidence:**

- Letter of motivation
 - Please include a sentence on your eligibility to work in Germany (e.g., per citizenship or other reason)
- Curriculum vitae
- Writing sample or published text, e.g., website articles, press releases or similar texts produced for public relations purposes
- Work references and further evidence such as language certificates or, alternatively, well-founded statements on the knowledge and competences mentioned in the job profile

Please send your application to application@coe-civ.eu.

If you have any questions, please contact Katrin Bücklein, Head of Director's Office at katrin.buecklein@coe-civ.eu