



European Committee
of the Regions

Human Resources and Finance

VACANCY NOTICE

Digital Marketing Expert and Customer Relationship Manager

Reference number: COR/AST1-AST9/8 BIS/25

| | |
|---------------------|---|
| Directorate | Directorate for Communication |
| Unit | Unit D.3 – Digital communication and IT strategy |
| Vacancy | AST1-AST9 |
| Type of post | ASSISTANT Publication under Article 29(1)(a), (b) and (c) of the Staff Regulations |
| Date of publication | 06/02/2025 |
| Deadline | 20/02/2025 at noon (Brussels time) |

1. Your job and responsibilities

Are you a multi-talented online wizard that could take over our real-time marketing journeys and become our new "Microsoft Dynamics" business manager?

The digital world keeps changing and we need to adapt our communication to the needs of our target audiences. If we want to be relevant and have more (political) impact, we need to start thinking 'real-time'. This means a data-driven marketing approach based on dynamic, personalized email journeys that respond to real-time data and audience interactions. While we need to ensure business continuity, we can already explore the advantages of new features offered by the real-time marketing module within Dynamics 365 Customer Insights (trigger-based journeys, built-in analytics, customer intelligence etc.). These features will help us to send the right message to the right person at the right time.

As a Digital Marketing Expert and Customer Relationship Manager, you will reinforce the Web Team of the European Committee of the Regions (CoR) - a collective of creative, positive and resourceful webmasters, web developers, UX experts and content managers. All aspects of our real-time journeys will be under your control, supervision or oversight. This is why you will collaborate with a wide pool of colleagues, managers and political groups who engage daily with CoR members and Europe's one million local elected politicians. In this regard, you will contribute to every landmark initiative of the CoR: the political and communication priorities and initiatives, the Network of Regional and Local EU Councillors and other networks, The Cohesion Alliance, the annual #EURegionalBarometer, mailings by the president and political groups, Summits, the

Young Elected Politicians and other events, HR announcements, as well as supporting all directorates and the Joint Services. Training support for the internal group of "CoR Dynamics users" will also be part of your day-to-day job. Flexibility, anticipation and innovation are essential in this position.

You will assume responsibility for the following tasks:

- Providing daily support for our Dynamics "business operations": the creation and automation of segment-based email journeys. Unit D.3 either creates segments, journeys and/or forms on behalf of all services, or gives second line support to the work of a decentralised pool of Dynamics users;
- Providing Dynamics recommendations to all Dynamics users based on data-insights (correct segmentation, use of clear 'call-to-actions', best sending date, accessibility tips, consent management etc.) with the aim of improving the overall engagement of our target audience;
- Acting as the "Dynamics Ambassador", proactively sharing knowledge with CoR services and colleagues to explore our full potential in the light of the upcoming switch to real-time marketing;
- Launching 'cleaning exercises' via marketing forms to maintain the database (incl. subscription lists, topics, segments, forms, etc.);
- Organizing internal training sessions for Dynamics users, including the creation of future-proof training material, offering bilateral coaching sessions;
- Creating custom reports within EU analytics and contributing Dynamics and web insights for different reporting purposes (plenary reports, annual report and special reports);
- Engagement: Delivery success rate, open rate and click rate;
- Performance: Heat maps;
- Enhancing the CoR's usage and understanding of digital marketing metrics;
- Providing daily support for our Dynamics "IT operations": contact points from the IT services will look to you as the first person to talk to at the CoR. You will co-lead the further customisation of our Dynamics 365 working environment.

In short, you will directly contribute to shaping the future of our Dynamics landscape. Ultimately, you will become a role model in email marketing automation and contribute to the CoR's reputation as an institution.

2. Who are we? What are the challenges for us ahead?

"All politics is local" and nowhere is this more true than in the European Union. The CoR brings together elected members from Europe's cities, regions and local authorities. Our mission in the Directorate for Communication is to serve the political communication needs of those politicians in the EU who are closest to the people. In this context, our Directorate is responsible for developing and implementing concepts and strategies to highlight the results of the CoR's legislative and political activities through various communication tools such as media relations, conferences and events, digital communication - including web-based communication and social media -, visual content and design and, of course, online mailings and Dynamics 365.

With 61 staff members and an annual budget of around 2 million EUR, the work of the Directorate is concentrated in four units:

- Unit D.I "Coordination, planning, impact - Outreach strategy", responsible for coordination, planning and impact of CoR communication activities including of internal communication and the preparation of respective notes, plans and reports for the Director and the statutory bodies of the CoR;
- Unit D.1 "Press office, relations with media", which pursues positive visibility for CoR members;
- Unit D.2 "Events and local dialogues", which serves not just the CoR, but the broader inter-institutional cause of explaining the European Union and offering networking space to regions and cities; and
- Unit D.3 "Digital communication and IT strategy" – that you will join.

Unit D.3 is made up of 28 colleagues across four different teams: social media, internet & intranet, visual communication (incl. graphic designers for all types of communication channels) and IT coordination. We offer a convivial, dynamic working environment where a sense of initiative and team spirit are valued. Flexible working hours and personal and professional development are guaranteed.

Our chief challenge ahead - and a very interesting one for any creative, hardworking and intellectually curious online communicator and digital expert - is clear: how can we have more impact with our online communication to members and stakeholders, provide better analytics and ultimately build a better and more agile service for all colleagues?

3. Are you the talent we are looking for?

3.1 GENERAL ABILITIES AND CAPACITIES REQUIRED

- Think with a critical spirit, analyse and solve problems pragmatically.
- Assess critically credibility and reliability of sources, data and information and use relevant digital tools to carry out the duties.
- Organise own work, demonstrate responsibility, identify priorities, take appropriate decisions and deliver results.
- Adapt to an evolving working environment, demonstrate commitment and adopt constructive attitude at all times. Remain effective and flexible even during period of heavy activity.
- Take initiative to achieve individual and shared objectives, demonstrate ownership and work autonomously.
- Learn and professionally develop to continuously enhance job performance and knowledge of the organisation and working environment.
- Work together with others in a constructive way by contributing to diverse and inclusive working environment. Demonstrate respect and courtesy at all times.
- Convey information and relevant opinions clearly and concisely both orally and in writing, facilitate interaction and engage effectively with others. Treat confidential or sensitive information accordingly.

3.2 JOB-SPECIFIC REQUIREMENTS

- You possess knowledge and previous experience of Dynamics 365 (Marketing & Customer Insights). Any experience with other mailing platforms or other relevant digital/communication applications is an asset.
- You "think real-time" and use the "real time" marketing module of Dynamics, and data-driven email marketing to build the success of your organisation.
- You have a proven successful record of talking to both IT and business.
- You have experience collaborating with web developers, functional experts or other technical colleagues, and transforming their inputs into "doable" solutions for the hierarchy and any other colleague.
- You understand the difference between outbound and real-time marketing and have experience with both.
- You have a thorough knowledge of one of the official languages of the European Union and a satisfactory knowledge of another of these languages. For functional reasons, a good knowledge of English or French is required.

3.3 ASSETS

- You have knowledge of other official EU languages besides English and French.
- You have experience in interpreting data in Google Analytics and defining custom reports in EU analytics.
- You have prior experience with multilingual newsletters.

4. What we offer

- A European institution on a human scale at the heart of the European quarter and easily accessible.
- Flexible working hours and teleworking opportunities subject to the needs of the service.
- An active talent management policy focusing on continuous development and training and a policy to encourage internal mobility.
- A friendly and dynamic working environment in which self-motivation, initiative and team spirit are valued.
- An institution that promotes equal opportunities, diversity and non-discrimination to help nurture a respectful and inclusive working environment and that is actively engaged in the consultation process prior to the adoption of EU legislation. Our dedication to inclusivity is also reflected in our efforts to enhance the accessibility of our vacancy notices, including the layout of the current vacancy and its annex (left alignment, increased spacing and font size etc.). By improving their readability, we strive to make these documents accessible to all, including individuals with disabilities.
- An EMAS-certified institution that is continuously looking to improve its environmental performance.

5. Are you interested in this challenge?

If you have the skills we are looking for and think you fit the profile above, please apply using the [online application form](#) before 20/02/2025 at noon.

Please remember to read carefully the appendix to this vacancy announcement to learn relevant details about this selection procedure.

The Secretary-General
Petr Blížkovský

The [European Committee of the Regions](#) (CoR) is the political assembly which allows the views of regional and local authorities to be heard when European Union policies are being devised and legislation drafted. It is an advisory body which was created in 1994. Its consultative role allows its 329 members, and through them the regional and local authorities they represent, to take part in the EU decision-making process.