



European Committee  
of the Regions

Human Resources and Finance

## VACANCY NOTICE

### Head of Sector for Social Media

Reference number: COR/AD5-AD12/21 BIS/25

Directorate	Directorate for Communication
Unit	Unit D.3 - Digital communication and IT strategy
Vacancy	AD5-AD12
Type of post	ADMINISTRATOR Publication under Article 29(1)(a), (b) and (c) of the Staff Regulations
Date of publication	20/03/2025
Deadline	03/04/2025 at noon (Brussels time)

## 1. Your job and responsibilities

Are you ready to lead a team of experts through major transformation of the social media landscape? Do you have hands-on experience managing digital communication channels, creative projects, external contractors, EU Framework Contracts and paid social media campaigns? Do you have a sound expertise in social media and are familiar with its latest developments? Are you experienced in EU-wide online campaigns and have excellent social/digital marketing skills?

As Head of Sector for Social Media your main responsibility will be to define the objectives and planning of the sector, supervise implementation and deliverables, oversee the European Committee of the Regions (CoR)'s social media channels and foster a healthy and motivating work environment under the direct leadership of the Head of Unit.

Your responsibilities as Head of Sector for Social Media will entail:

- Providing strategic recommendations on social media and digital communication;
- Advising and overseeing the implementation and analytics of organic and paid social media campaigns;
- Managing relations and projects with external contractors;
- Monitoring and analysing the engagement and performance of CoR's social media activity;
- Financial, contractual and team management.

## 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 ca. 25 colleagues across three different teams: social media, web and visual communication (incl. graphic designers for all types of communication channels). 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 have a deep understanding of the current developments of the social media landscape, social media content creation and social media advertising and can give strategic advice on these topics.
- You are skilled in social media monitoring and analytics and can author and present reports for both expert and non-expert audiences.
- As an experienced project manager, you have strong coordination and financial skills, can follow multiple projects at the same time, respect tight deadlines and deal with external contractors.
- You have experience with procurement of communication and related IT tools, especially managing EU Framework Contracts.
- You have an innovator's mindset to approach the ever-changing digital environment while at the same time you understand the ethical implications of social media, including algorithmic bias, misinformation, data privacy, copyright and AI use.
- You have experience with social media components of web streaming.
- You have a thorough knowledge of one official language of the EU and a satisfactory knowledge of another official language of the EU. For functional reasons, a thorough knowledge of English or French is required. Knowledge of other languages is an asset.

### 3.3 ASSETS

- Knowledge of the Adobe Suite or other digital image or video editing tools, including AI based tools would be an asset.
- Sound technical skills for running paid social media campaigns and social media community management would be an asset.
- Sound analytical skills, knowledge of social media monitoring and analytical KPIs and tools such as Talkwalker, Hootsuite would be an asset.

## 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 03/04/2025 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.