



**Council of the European Union**  
General Secretariat

Directorate-General for Organisational Development and Services  
Directorate for Human Resources  
*The Director*

His/Her Excellency the Ambassador

Permanent Representative of the  
Member States to the  
European Union

(by email)

Brussels, 30 June 2021

**Subject: Secondment of a national expert on digital communication/web to the  
General Secretariat of the Council in COMM.1.C: Digital Communication**

Ref.: SNE/3/2021 (369561)

Dear Sir/Madam,

In response to requests from a number of delegations, the General Secretariat of the Council is working on a project to create a single and unique website for the Council presidencies. This service is provided by the GSC, at no additional cost, to all future presidencies wishing to participate on a voluntary basis.

For each presidency, a seconded national expert will work within the GSC to help customise and launch the website according to the presidency's needs and expectations. The expert will also work with the GSC to ensure that the presidency website and the Council website complement each other and that there is optimal coordination of social media and outreach activities during the presidency.

The GSC is now working to prepare the website of the French presidency that starts in January 2022.

In this context, **the GSC wishes to recruit a seconded national expert to support the use and continuous improvement of the website, notably during the French presidency of the Council. France** is hereby invited to propose candidates qualified for this post.

Please note that a similar call will be issued a few months ahead of each presidency participating in the project. Please see an explanatory note in annexed hereto.

The expert should take up his or her duties at the GSC on **1 October 2021**. **The secondment will end on 30 June 2022.**

The job description, which details the qualifications and experience required, is annexed hereto.

The conditions of the secondment, including allowances paid by the Council, are set out in the Council Decision of 23 June 2015 on the rules applicable to national experts on secondment to the General Secretariat of the Council (2015/1027/EC, OJ L 163, 30.06.2015, repealing Decision 2007/829/EC). According to Article 2 of that Decision, seconded national experts should be nationals of an EU Member State.

I would be grateful if the proposals could indicate the national contact point(s) responsible for each candidate's application. Applications must be accompanied by a curriculum vitae providing details of higher education and all posts held until now, and by a letter of motivation.

Replies to this letter should be sent by email, no later than **14 July 2021, 17.00 Brussels time**, to the following address: [sne.recruitment@consilium.europa.eu](mailto:sne.recruitment@consilium.europa.eu).

Together with the Human Resources Directorate, the relevant department will examine the applications received, decide which candidates to shortlist, and conduct the interviews.

The Appointing Authority will decide on the appointment based on the outcome of the selection procedure.

If necessary, further information can be obtained from the GSC by contacting Mr Maciej Bury ([maciej.bury@consilium.europa.eu](mailto:maciej.bury@consilium.europa.eu), tel. + 32 2 281 4456).

Yours faithfully,

Nathalie Pensaert

Annexes: 2

**Seconded National Expert (SNE)  
at the General Secretariat of the Council of the European Union**

**COMM.1.C: Digital Communication**

*Digital Communication/Web Manager*

*Ref.: SNE/3/2021 (369561) - 1 post*

**Job description**

A. Tasks and responsibilities

Working in the Digital Communication Unit (COMM.1.C) at the General Secretariat of the Council (GSC) in Brussels, under the authority of the Head of Unit, working closely with Council officials and with other stakeholders, the expert will be called upon to:

**Before the presidency**

- **Presidency website:** work hand-in-hand with the GSC to customise the website to the presidency's specific needs, and prepare it for launch by populating it with relevant content.
- **Social media:** act as a contact person/coordinator for all matters related to the joint planning and pre-production of social media content.
- **Outreach:** contribute to planning outreach activities.

**During the presidency**

- **Presidency website:** work as part of the Digital Communication Unit to ensure coordination, complementarity and synergies between the presidency website and that of the Council. Provide support to the digital communication team in the national capital on all matters related to content production.
- **Social media:** Coordinate editorial planning and content creation with the GSC social media team.
- **Outreach:** act as a contact person/coordinator/support person for outreach activities.

B. Qualifications or experience required

- A level of education which corresponds to completed university studies in a relevant field, such as communication, journalism, marketing or PR.
- Professional experience (at least two years) in producing and distributing user-focused web and digital content in various forms (text, visual).

C. Skills and abilities required

Language skills:

- Excellent command of French and English

Professional skills and knowledge

- Excellent communication skills, both oral and written
- Ability to plan, research, create and publish web content in line with web writing requirements
- Familiarity with search engine optimisation requirements
- Good understanding of the user-centred approach to content design and digital accessibility requirements
- Good knowledge of the web and social media landscapes and a sound understanding of digital communication standards and trends
- Knowledge of copyright and data protection regulations
- Knowledge of the functioning and procedures of the EU, including of the role of the European Council and Council and of their decision-making processes

Digital communication tools

- Hands-on experience with content management systems and social media publishing tools
- Proficient use of digital analytics tools and an ability to produce actionable content recommendations

#### Performing tasks and achieving results

- Willingness and capacity to work in a fast-paced, demanding and politically-sensitive environment with a heavy workload
- Organisation and planning skills
- Excellent editorial judgement
- Strong sense of initiative, autonomy and responsibility
- Ability to work efficiently with other web professionals (e.g. web designers, developers)
- Ability to work effectively as a team member, and to coordinate and work cooperatively across teams
- Willingness to innovate

#### Other work-related aspects

- Ability to make decisions on the features and design of the presidency website
- Ability to make editorial decisions related to content of the presidency website
- Access to the editorial planning for the website and social media of the presidency

#### D. General conditions

- Be a national of one of the Member States of the European Union and enjoy full rights as a citizen
- Have fulfilled any obligations imposed by the laws concerning military service

The General Secretariat of the Council applies an equal opportunities policy.

For more information relating to the selection process, please contact Mr Maciej Bury ([maciej.bury@consilium.europa.eu](mailto:maciej.bury@consilium.europa.eu), tel. + 32 2 281 4456).

**Explanatory note**

The General Secretariat of the Council (GSC) intends to recruit seconded national experts (SNEs) to support the creation, development and customisation of a single and unique website for each Council presidency.

The experts will work within the GSC to help build a website according to the presidency's specific needs and expectations, for example in terms of design and visual aspect of the website, and prepare the website for the launch. They will also work with the GSC to ensure that the presidency website and the Council website complement each other and to coordinate social media and outreach activities.

The GSC intends to recruit one expert for each presidency participating in the project. The experts will be seconded by members states holding the presidency for a nine-month period (three months before the relevant presidency starts and for the whole duration of the presidency).

Calls for applications will be launched in June and December each year.

The tasks of the expert will evolve throughout the secondment period.