



European Centre for the
Development of Vocational Training

INTER-INSTITUTIONAL/EXTERNAL NOTICE OF VACANCY

REF.: CEDEFOP/AD/2007/8

Cedefop invites applications for the drawing up of a reserve list for the position of:

HEAD OF AREA: COMMUNICATION, INFORMATION AND DISSEMINATION

Temporary Post

AD 10

M/F

The European Centre for the Development of Vocational Training (Cedefop) is an Agency of the European Union. It provides information on and analysis of vocational education and training systems, policies, research and practice. As the European Union's reference centre for vocational education and training, Cedefop provides services for the European Commission, the European Union Member States and the social partners as well as for the associated countries of Norway and Iceland. The Candidate Countries are also associated with its activities. Cedefop is based in Thessaloniki, northern Greece. For more information on the Agency, see <http://www.cedefop.europa.eu>.

Area: Communication, Information and Dissemination

On the basis of a comprehensive communication policy and strategy, work in this Area focuses on ensuring best possible dissemination of information to Cedefop's target groups and stakeholders.

In compliance with Cedefop's mission, the Area disseminates information about the Centre, about the results of its work and about VET developments across Europe. The Area primarily focuses on Cedefop's stakeholders and on EU citizens, but also organises and manages in-house information flows.

On the basis of the Annual Work Programme and the Annual Management Plan the Area cooperates closely with Cedefop's management and with all operational and administrative services to provide information in a format corresponding to the needs of the target groups, key accounts, Cedefop's staff and the requirements of the various media.

The Area focuses on two main fields:

- (1) Communication and content management;
- (2) Library, documentation, registration and archives.

Cedefop is recruiting a Head of Area 'Communication, Information and Dissemination' with the following profile:

RESPONSIBILITIES AND TASKS

The Head of Area will provide the necessary expertise and leadership to focus work on the achievement of the strategic, specific and operational objectives of Cedefop and to support further development and success of the Agency. The Head of Area will co-operate with and support the Directorate in strategic and management decision making, and in the implementation and evaluation of the Centre priorities and programmes.

S/he shall set specific and operational objectives for policies and actions for the Area, design, lead and supervise the Area work programme, coordinate work activities within the Area and represent Cedefop and the Area at relevant meetings.

The Head of Area acts as the main channel for the exchange of information between senior management and the members of the Area.

S/he is directly responsible for the management of human resources and the financial resources of the Area.

Reporting to the Directorate and, in co-operation with other members of the middle management, the Head of Area shall, in particular, be responsible for:

Communication and content management:

- Design and implementation of a comprehensive communication strategy;
- Web and publication content management, including managing and implementing corporate identity;
- Development and updating of web and publication policy and web maintenance, pertaining to Cedefop's web presence (e.g. website and the ETV) and the Intranet, in co-operation with the ICT and facilities services;
- Development and management of PR activities, including management of relations to key accounts (e.g. European institutions, ACVT and DGVT, Governing Board and relations to Greek authorities);
- Management of media service by establishing sustained press relations and securing a flow of regular communications to European press and other media. Management of conference and visitor services including handling of meeting requests, invitations, and organisation of conferences or visits. Establishment, update and maintenance of central contacts database;

- Management of publication schedules (including periodicals), production process of hard copy publication - pre-press, printing and dissemination of hard copy publications;
- Management of Library, documentation, mail registration and archives service;
- Management of language support and translation.

Contribution to Cedefop's overall development, priorities, planning and visibility

- Contribute to the preparation of Cedefop's strategy, Medium-term priorities, work programme and to related reporting and evaluation;
- Implement the decisions of the Director and of the Governing Board;
- Contribute to overall quality management of the Centre and to achieve efficient and effective results;
- Contribute to promote high visibility and impact of Cedefop activities and outputs.

Planning and management of the Area

- Define the Area's specific objectives in cooperation with the Directorate and the middle management and design and plan its annual work programme, the management plan, as well as their regular implementation and adaptation;
- Ensure the effective and efficient use of the resources allocated to the Area, in compliance with existing rules and procedures;
- Monitor and evaluate fulfilment of objectives using relevant indicators and report to the Directorate on results achieved.

Budget planning and monitoring

- Establish the Area's budget requirements, decide the internal allocation within the Area and manage the implementation of annual budgetary resources allocated to the Area, in support of the policies, priorities and objectives of Cedefop;
- Ensure efficient budget execution and supervise and control financial transactions relating to the work program of the Area;
- Verify and validate the financial and budgetary aspects of projects carried out under his/her responsibility.

Management of staff in the Area

- Ensure effective and efficient use of human resources in the Area, in accordance with Cedefop's policy;
- Set objectives for the Area staff in coordination with the general objectives of the Centre;
- Report on staff in the Area and process and/or authorise requests related to missions, leave, training, etc.;
- Maintain interactive communication within the team. Ensure team work and team building also with the other Areas.

Internal co-ordination, consultation, communication and reporting

- Participate in management and other internal meetings and contribute to enriching internal communication and knowledge sharing within Cedefop;
- Liaise closely with all content providers in Cedefop;
- Report on implementation and results achieved by the Area;
- Report and inform on the implementation and results of the communication strategy, Cedefop's visibility and capacity to effectively inform and address key stakeholders and the wider public;
- Provide advice to the hierarchy.

External representation of Cedefop

- Representation of Cedefop at international events (book fairs, conferences, exhibitions, etc), organisation of events in Cedefop, and promotional Cedefop activities.

FORMAL REQUIREMENTS

Candidates must:

- Be a national of one of the EU Member States;
- Have a level of education which corresponds to completed university studies attested by a diploma when the normal period of university education is four years or more;
or a level of education which corresponds to completed university studies attested by a diploma and appropriate professional experience of at least one year when the normal period of university education is at least three years;
- Have a thorough knowledge of one of the languages of the Communities and satisfactory knowledge of another language of the Communities;
- Enjoy full rights as a citizen;
- Have fulfilled any obligations imposed by the laws on military service.

PROSPECTIVE APPLICANTS WILL BE ASSESSED AGAINST THE FOLLOWING CRITERIA

Education, knowledge, experience and skills

- University degree, degree in journalism would be an asset ;
- In addition to the above, a minimum of 12 years of progressively responsible professional experience, including:
 - at least 3 years experience in media work (journalism, press, media) in a senior position involving strategy development, implementation of communication strategy, and day-to-day production of content for dissemination to different target groups;
 - **and** 3 years of human resource management.

- General management skills, including:
 - Proven ability to set and revise objectives for the unit within the overall strategic framework;
 - Proven ability to determine and focus - in cooperation with the members of the team - on priorities and to monitor and evaluate the progress made towards achieving the objectives set;
 - Proven ability to empower members of the team and to promote team work and responsibility sharing in relation to the unit's objectives;
 - Ability to effectively support and monitor project managers in their organisation of projects, networks and events;
 - Proven capacity to work under pressure and independently.
- Specialist knowledge and skills:
 - good knowledge of European media landscape and contacts to the existing media networks, especially in education and the socio-economic field;
 - proven experience in the following areas:
 - organisation of press service;
 - organisation of web based information services;
 - organisation of external relations;
 - experience in development of communication and content management, including dissemination strategies, web content strategies and press coverage.
- Communication skills
 - Excellent drafting, presentation and communication skills to convey the contents and implications of communication strategy and tools to different stakeholders, in oral and written form;
 - Very good command of English, including the ability to produce high-quality written material;
 - Very good language skills – oral and written – in at least one other EU language;
 - Strong communication and interpersonal skills, enabling the candidate to lead discussions, communicate clearly and facilitate solution of conflicts.
- Technical knowledge:
 - Good knowledge of administrative and financial issues related to staff management and project management and procurement;
 - very good ability to operate standard computer applications.

THE FOLLOWING CHARACTERISTICS WILL BE CONSIDERED AS ADDITIONAL ASSETS

- Good understanding of the inter-institutional workings of the EU.

CONTRACTUAL CONDITIONS

The contract has an initial duration of 5 years with the possibility for renewal.

The terms of employment are those described in the Staff Regulations of the European Communities and in the Conditions of Employment of Other Servants of the European Communities (cf. articles 8 to 50a referring to temporary staff).

The basic monthly salary of a temporary agent AD 10 (step 1) amounts to EUR 7.438. The salary is subject to a salary weighting (currently 93.3%) but free of national taxation. In addition, Cedefop offers other benefits in line with the Staff Regulations.

Recruitment will take place under the condition that corresponding budget appropriations and a vacant post are available.

RESERVE LIST

Further to the interviews and tests, the Selection Board will propose to the Director a reserve list of the most suitable candidates. The Director will decide on the establishment of the list. When a post becomes vacant, the Director may offer a contract of employment to a successful candidate from the established reserve list.

Candidates should note that inclusion on the reserve list does not guarantee recruitment.

The reserve list will be valid until 31/10/2008 and may be extended at the discretion of the Appointing Authority.

EQUAL OPPORTUNITIES

Cedefop applies a policy of equal opportunities and takes care to avoid any form of discrimination.

SELECTION PROCEDURE

Eligibility of applicants will be assessed according to compliance with all formal requirements by the closing date for the submission of applications. Selected applicants will be invited for written tests and or interview.

Please note: it is intended to hold written tests and interviews in **Thessaloniki** in the week of **8-12 October 2007** (subject to change).

SUBMISSION OF APPLICATIONS

A detailed curriculum vitae (preferably using the European format: see www.cedefop.europa.eu), a cover letter, copies of certificates and recommendation letters must be sent by registered post to the following address:

Cedefop
European Centre for the Development of Vocational Training
c/o Mail registration agent
Ref.: **CEDEFOP/AD/2007/8**
Europe 123
GR-57001 Thessaloniki (Pylea)
Greece

Candidates are kindly requested to send **four copies** (one original + 3 copies) of their application in order to facilitate the selection process. The four copies should be sent as separate sheets, without stapling or binding.

In order to be considered, applications must clearly quote on the envelope the vacancy reference number.

Reference number: **CEDEFOP/AD/2007/8**

Applications must be sent **by registered post** no later than **14 September 2007** at 23:59 Central European time (date of post registration).

Applications must be sent in an official Community language, preferably accompanied by a translation in English, French or German where necessary.