



## RÉGION PROVENCE-ALPES-CÔTE D'AZUR

### JOB DESCRIPTION

## Communication Manager (Nice) (M/F)

No.: 161624361

General Directorate: GENERAL DIRECTORATE EUROPE,  
MEDITERRANEAN AND INTERNATIONAL COOPERATION

Delegated Directorate:

Directorate: DIRECTORATE FOR EURO-MEDITERRANEAN AND  
INTERNATIONAL COOPERATION

Department : SECRETARIAT TECHNIQUE DE LA MACROREGION ALPINE  
Unit:

Position Assignment:

Specific Bonus Index: NO

### POSITION TO BE FILLED

#### Missions

Under the responsibility of the Head of Department of the EUSALP Secretariat, he or she ensures multichannel communication and promotion of EUSALP: implement its communication strategy, ensure its visibility, develop its "online" communication, design and organise transnational events, produce publications.

#### Specific missions or activities

- Develop, update, implement and evaluate EUSALP communication strategy in connection with stakeholders (States and Regions, Europe, transnational bodies);
- Ensure EUSALP visibility among stakeholders in a thematic and targeted approach;
- Collect, organize, process and effectively disseminate information about EUSALP, its themes and its projects;
- Actively participate in the network of communication officers of other macro-regional strategies;
- Ensure the preservation and internal and external access to information related to the development and results of EUSALP and its projects;
- Develop EUSALP communication tools with emphasis on online tools and social networks;
- Develop and manage EUSALP's online communication, writing and updating the website, "community management" of the different groups (thematic and/or more general);

- Ensure the interface with the developers of computer and graphic tools;
- Create multimedia tools for the Secretariat and Action Groups: graphic elements, audio-video editing, specific tools;
- Carry out the production of publications related to EUSALP (online and print) – including all stages, from design, collection of data and information, writing, to illustration;
- Help Action Groups disseminate information related to their projects and actions (strategic support by accompanying the development and implementation of their communication plans, social networks, etc.);
- Ensure capacity building for Action Groups in terms of communication (online tools and publications, documentary assistance, design and implementation of trainings, individual consultations);
- Design and organise EUSALP and Action Groups events (of various nature: international conferences, thematic workshops, workshops, webinars, trainings, etc.) in coordination with EUSALP stakeholders;
- Ensure promotion and representation of EUSALP and its actions at external events in various European countries;
- Participate in the drafting of annual and final implementation reports;
- Contribute to the preparation of EUSALP transnational meetings (General Assemblies, Annual Forums, Executive Boards, BAGL, internal meetings of Action Groups, European Conferences, etc.)

The agent may be required to perform any activity necessary for the service or continuity of service.

Some of the above-mentioned skills may be acquired when taking up the position and, where appropriate, through training.

The agent must carry out his or her activity in compliance with public service ethic rules, perform his or her duties with dignity, impartiality, integrity and probity, demonstrate neutrality and respect the principle of secularism as well as the activities combination rules.

## SKILLS AND QUALITIES REQUIRED

### Additional theoretical knowledge

- Content Management System (TYPO3, AUGURE), social networks, online tools
- Good knowledge of graphic tools, multimedia, photo, film...
- Languages: Perfect command of French and English  
Knowledge of German and/or Slovenian is a plus.

### Hard skills

- Analytical and synthesis capacity;
- Ability to work in a team;
- Ability to take initiative;
- Rigor and organization;
- Relational and writing skills.

### Interpersonal skills

- Autonomy;
- Dynamism, having an open mind and innovative ideas;
- Stress resistance;
- Versatility and flexibility.

#### EDUCATION AND QUALIFICATIONS

- University education in information and communication
- Professional experience of at least 5 years in institutional communication in an international context and publishing
- Professional experience in institutional communication in an international context

#### CHARACTERISTICS, MODALITIES AND CONSTRAINTS OF THE POSITION

Frequent travel throughout the Alpine area.  
Close institutional relations with stakeholders, thematic communities and the rotating presidency of EUSALP.

Position based in Nice. 2 days of remote working per week.