

COMMUNICATION AND DIGITAL MEDIA OFFICER - DIGITAL CITIZENSHIP TEAM (Ref: DigCi-CDMO2021-1)

European Schoolnet (EUN) is looking for an enthusiastic **Communication and Digital Media Officer** to join its **Digital Citizenship Department**.

The Communication and Digital Media Officer will contribute to the online communication activities of the Digital Citizenship Department projects. The role strongly focuses on online content creation, SEO strategy development, accessibility for online platforms and online community management across several EC-funded projects and platforms such as [Better Internet for Kids](#), [Digital Skills and Jobs Platform](#), [Digital SkillUp](#).

MAIN TASKS

- Design, implement and report on communication activities (e.g. online events, social media, campaigns, web portals and community activities).
- Develop communication plans and define editorial and content strategies.
- Create and maintain online content, services, and media assets (audio and video) for various platforms, in collaboration with design and technical teams.
- Continuously improve SEO and web accessibility approaches and report on analytics and trends across all platforms and projects to ensure optimal visibility and usability.
- Support the delivery of campaigns (e.g. [Safer Internet Day](#)) and assess the impact of dissemination activities.
- Maintain and develop social media presence across a range of project profiles, including creating compelling content and visuals.
- Review the quality of project communications and platform content (e.g., proofreading, regular updates, style and usability guideline, accessibility compliance).
- Manage online community tools, and engage or support community users (e.g., manage forums, helpdesk, and user permissions).
- Provide users' support for online platforms and services.
- Contribute to meetings and events and the production of promotional material and presentations.
- Contribute to reports and project deliverables.

PROFILE AND SKILLS

- A Master's degree in a relevant field (e.g., communications, digital media) with **at least 3 years** of full-time work experience in a similar function.

- Excellent written and spoken English; additional languages would be an asset.
- Good drafting and research skills.
- Sound knowledge of HTML and CSS.
- Previous experience with website content management systems (ideally Drupal and Liferay).
- Good image and video editing abilities and familiarity with related tools (e.g., Adobe Photoshop, GIMP).
- Knowledge of SEO (Search Engine Optimization) and accessibility approaches for online platforms (e.g., the Web Content Accessibility Guidelines - WCAG).
- Prior work experience involving corporate social media account management.
- Understanding of online platforms and services and their technical features (for editors and users).
- Good knowledge and/or strong interest in digital citizenship topics, related to online safety, digital skills, and emerging technologies.
- Strong organisational skills, flexibility, and the ability to learn fast, as well as the ability to meet strict deadlines.
- Strong diplomatic skills to liaise with a network composed of public entities, EU institutions and industry partners.
- A team player with strong interpersonal and cross-cultural communication skills to succeed in an international environment.

USEFUL INFORMATION

- **Duration:** one year contract (with possibility of renewal) starting as soon as possible.
- **Deadline for applications:** 23:59 CET on **12 March 2021**.
- **Benefits:** competitive salary in line with experience and qualifications, meal vouchers, travel expenses support, corporate DKV hospitalisation insurance.
- **Location:** European Schoolnet, Rue de Treves 61, Brussels, Belgium¹.
- **Note:** applicants must be EU citizens or possess a valid work permit for Belgium.
- Interviews will take place as soon as possible either in Brussels or at distance.
- Due to the volume of applications, only pre-selected candidates will be notified.

HOW TO APPLY

Please send your **CV and motivation letter in English**, as one single file to jobs@eun.org with murielle.piette@eun.org in copy.

¹ Remote working from a Belgian location while restrictions necessitate it.

- Make sure to include the Vacancy Reference in the subject of the email (**Ref: DigCi-CDMO2021-1**).
- The motivation and CV file should be named: LASTNAME FirstName- Vacancy Reference.

ABOUT EUROPEAN SCHOOLNET

[European Schoolnet](#) is the network of 32 European Ministries of Education, based in Brussels. As a not-for-profit organisation, we aim to bring innovation in teaching and learning to our key stakeholders: Ministries of Education, schools, teachers, researchers, and industry partners. Since its founding in 1997, European Schoolnet (EUN) has used its links with education ministries to help schools make effective use of educational technologies, equipping both teachers and pupils with the skills to achieve in the knowledge society. We pledge to:

- Support schools in achieving effective use of ICT in teaching and learning.
- Improve and raise the quality of education in Europe.
- Promote the European dimension in education.

ABOUT THE DIGITAL CITIZENSHIP DEPARTMENT

Digital skills and literacies enable children and young people to become active, critical, and creative digital citizens. With a team of 15 staff, the Digital Citizenship Department's key areas of focus include online safety and responsibility, media and digital literacy, digital skills for jobs and life, as well as coding and computational thinking.