



Local & Regional  
Europe

# Application pack

## for the position of press officer

Permanent contract at the CEMR Secretariat General in Brussels

March 2013

## 1. Job description

The press officer will report to the communication officer, and more indirectly, to the secretary general. He/she will work in close collaboration with the communication officer and will primarily focus on press and media issues, mostly in English and French. He/she will be expected to work under extremely tight deadlines, to prioritise between conflicting requests, and to show initiative and diplomacy as well as acute communication flair. The candidate must have excellent writing and editorial skills and be able to simplify complex information for readers with little European expertise and who often do not speak English or French as a mother tongue.

## 2. Main tasks and responsibilities

### a. Press work

- Write press releases on CEMR activities and send them to CEMR stakeholders including European specialised media, media directed at local and regional elected officials and CEMR members.
- Establish proactive press relations to ensure good visibility of CEMR in European specialised media and media directed at local and regional elected officials (interview opportunities, position promotion, reactions, columns, etc.). This includes handling queries from the media, CEMR members and other relevant stakeholders.
- Research and write topical news stories, in collaboration with relevant CEMR staff, for CEMR's bilingual (FR/EN) website. This includes searching for and adapting photos using Photoshop to accompany the articles, and posting the lot on the CEMR website.
- Ensure active collaboration with press officers from CEMR's 57 member associations (in 41 countries) for better coverage of CEMR activities and results at local, regional and national level.

### b. Communication work:

- Contribute to the production of CEMR publications, including finding graphic elements, drafting their content, liaising with graphic and printing agencies.
- Coordinate, draft, edit, layout and send out CEMR's monthly newsletter.
- Help with the communication aspects of event organisation and coordinate all event press-related activities (press releases, press conferences, coverage, etc.)
- Manage the public part of CEMR's website and ensure an active presence on social media such as Twitter.

### c. Other:

- Undertake a range of administrative duties within the press and communication service.
- Be asked to travel occasionally.

### 3. Required qualifications

#### a. Qualifications and experience

- One to five years of work experience in press.
- Knowledge of European affairs media in Brussels.
- Good knowledge of the European Union, its institutions and their functioning.
- An understanding of the role and functioning of local and regional authorities, particularly in a European context.

#### b. Skills and competences

- Excellent English or French (spoken and written); other languages an asset.
- Ability to use IT tools such as Word, Excel; knowledge of Photoshop or InDesign an asset; knowledge of social media also an asset.
- Excellent organisational and administrative skills.
- Ability to work effectively as a team member in a multicultural and multilingual environment.
- Availability and versatility.
- Ability to work under pressure.

### 4. Main terms and conditions of employment

The full terms and conditions will be set out in a contract made on the basis of Belgian law with the successful candidate. The following summarises some of the main points:

#### a. Location

The position is based in Brussels; currently Square de Meeûs 1, 1000 Brussels.

#### b. Duration

This is a permanent contract. However, there will be a probation period of 6 months.

#### c. Salary

The salary for this position will depend on the skills and experience of the candidate and is set at around €35 000 gross per year, which includes the 13<sup>th</sup> month and holiday pay ("pécule vacances").

#### d. Hours of work

The job is for 38 hours per week (5 days), with normal office hours being from 9:00 to 18:00 (from Mondays to Thursdays); 9:00-16:00 (on Fridays). Some flexibility in working hours will be required.

#### e. Holidays

Employees are entitled to 25 days of paid holidays per year, in addition to public holidays, as well as a week off between Christmas and New Year's Day and extra days for long weekends as determined by the Secretary General. Public holidays falling on a Saturday or Sunday are not retrievable.

## 5. How to apply for this position

Please send us, by 15 March 2013, the following:

- A **response of maximum 200 words per question**, in English for questions 1 to 3, and in French for question 4.
  - 1) Explain why you are interested in this position?
  - 2) In what way could you best contribute to the work of the press and communication team? What particular strengths would you bring to your work?
  - 3) Describe one of your past achievements. How did you undertake it? What was the positive outcome for you and your employer?
  - 4) Si vous étiez sélectionné pour ce poste, quelles seraient vos premières initiatives et actions?
- A **curriculum vitae**, including employment history (with salary), secondary/higher education, professional qualifications and the contact details of two references.

Please send your application by email to [presscomm@ccre-cemr.org](mailto:presscomm@ccre-cemr.org).

Selected candidates will be asked to come in for an interview on 22 or 23 April 2013 in Brussels.

The successful candidate should be available to begin working on Monday 27 May 2013.

### Contact

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### About CEMR

The Council of European Municipalities and Regions (CEMR) is the broadest organisation of local and regional authorities in Europe. Its members are over 50 national associations of municipalities and regions from 40 European countries. Together these associations represent some 150 000 local and regional authorities.

CEMR's objectives are twofold: to influence European legislation on behalf of local and regional authorities and to provide a platform for exchange between its member associations and their elected officials and experts.

Moreover, CEMR is the European section of United Cities and Local Governments (UCLG), the worldwide organisation of local government.

[www.ccre.org](http://www.ccre.org)