

Florence, 20 November 2018

VACANCY NOTICE AD/STG/2/2018
coupled with a notice for an
OPEN COMPETITION ON THE BASIS OF QUALIFICATIONS AND TESTS
aimed at setting up a reserve list in order to fill future vacant posts within the
European University Institute

Position title:	Marketing Officer
Units:	School of Transnational Governance (STG)
Type of contract:	Contract Agent (Article 3b of the Conditions of Employment of Other Servants)
Grade:	FG IV
Place of employment:	Florence, Italy
Duration of contract:	Fixed-term contract, renewable. The actual period of employment, including any period under renewal, shall not exceed six years. In addition, a member of the contract staff may exceptionally take part in internal competitions for temporary, permanent or contract posts after three years of service.
Closing date for applications:	7 January 2019 at 24:00 Central European Time

1. THE ORGANISATION

The **European University Institute (EUI)** is an academic institution set up in 1972 by the then Member States of the European Union, providing doctoral training in Law, Economics, History and Civilisation and Political and Social Sciences with special reference to Europe. In addition to the departments, the Institute includes the Robert Schuman Centre for Advanced Studies (RSCAS), which focuses on inter-disciplinary, comparative and policy research, the Max Weber Programme for Post-doctoral Studies, which prepares fellows for a career in academia, and the School of Transnational Governance, which sets out to study, debate and teach matters pertaining to governance beyond the State. The Institute also hosts the Historical Archives of the European Union. The EUI is not an EU Institution or body, but an inter-governmental organization, funded directly by the signatory states, partly by the European Commission and to some extent through external funding. The EUI provides a multinational work environment in an intellectually stimulating atmosphere.

The EUI **School of Transnational Governance (STG)**, launched in summer 2017, delivers teaching and high-level training in the methods, knowledge, skills and practice of governance beyond the state. The STG brings together the worlds of academia and policy-making in an effort to explore a context, both inside and outside Europe, where policy-making increasingly transcends national borders.

Currently, the STG offers Executive Training Seminars for experienced professionals and a Policy Leaders Fellowship Programme for early- and mid-career innovators. It also hosts expert Policy Dialogues and is conducting an Oral History project to record the experiences of European Institution presidents.

In 2020, the STG will launch for the first time a policy-focussed Masters programme for graduates. The programmes will be structured around cross-disciplinary clusters in policy fields such as trade, climate, democratisation, comparative regionalism, security, and economic and social policy.

2. DESCRIPTION OF RESPONSIBILITIES

The EUI is looking for a Marketing Officer to act as the main point of contact for marketing the new School of Transnational Governance (STG), and to develop and deliver all marketing and campaign activities in pursuit of ambitious student recruitment targets.

The successful candidate should be experienced in developing a communication strategy for a higher education institution, be aware of the specific challenges arising when operating in a new institution entering a competitive market, and knowledgeable about different media platforms.

The EUI is looking for someone to raise the visibility of the EUI and the STG by carrying out an effective marketing plan in order to:

- attract large numbers of applications for the new Master Programme;
- publicise the strengths of the STG via student fairs, brochures, news flashes, speaking events, etc.;
- sell the Executive Training Seminars of the STG;
- promote the profile of the STG as a whole to a wide international audience;
- work in close contact with the Communications Service for press, events organisation and campaigns.

The position will be under the supervision of the Director and the Senior Administrator of the STG.

More specific duties include:

Policy/ Strategy Making
<ul style="list-style-type: none">▪ Assisting the STG management with the design and the strategy to promote the STG, its courses and Master Programme
<ul style="list-style-type: none">▪ Developing and implementing a marketing and conversion plan to enhance the image and perception of the STG
Representation/ Communication:
<ul style="list-style-type: none">▪ Representing the STG internally/externally: Participating in the communication and outreach activities of the STG
<ul style="list-style-type: none">▪ Ensuring that marketing campaigns are planned, delivered and monitored to maximum effect, working with staff across the STG, Communications Service and Academic Service, plus key external suppliers
<ul style="list-style-type: none">▪ Developing a new and compelling online marketing strategy for the STG
<ul style="list-style-type: none">▪ Assisting in the organisation of events and campaigns to promote EUI research and training programmes
Expertise
<ul style="list-style-type: none">▪ Providing marketing and campaign expertise to the STG, bringing clarity to current and potential opportunities, and leading on the marketing/recruitment strategy for the STG
<ul style="list-style-type: none">▪ Planning, developing and implementing written and audiovisual materials advertising projects externally, including, but not limited to, newsletters, presentations and articles, for print or electronic dissemination on multiple platforms, including web and social media
<ul style="list-style-type: none">▪ Building the STG's brand, including curating the STG's visual identity, key messaging
Autonomy and Accountability
<ul style="list-style-type: none">▪ Working proactively across the EUI to assist and encourage staff to provide content for promotion through media
<ul style="list-style-type: none">▪ Being responsible for the day-to-day delivery of the STG's marketing, conversion and enquiry management activity, including management of any special projects allocated to market the STG
<ul style="list-style-type: none">▪ Reporting to management and evaluating the implementation and success of the various marketing strategies adopted by the STG/EUI

Finance and procurement
<ul style="list-style-type: none"> Managing the advertising campaigns for student recruitment and keeping them within budget
<ul style="list-style-type: none"> Verifying payments, commitments, participating in evaluation committees for tender procedures related to marketing activities
Role in administrative processes
<ul style="list-style-type: none"> Contributing to the improvement of the administrative processes of the STG

3. ELIGIBILITY CRITERIA

On the closing date for online applications, candidates must fulfil all the following general and specific conditions:

3.1 General conditions

- Being a national of a Member State of the European Union;
- Enjoying full rights as a citizen attested by a recent extract from judicial records and/or certificate of good conduct proving no previous conviction for a criminal or administrative offence that could call into question his/her suitability for performing the duties of the post;
- Having fulfilled any obligations imposed by the laws on military service;
- Being physically fit to perform the duties.

3.2 Specific conditions

3.2.1 Education (Qualifications)

A level of education which corresponds to completed university studies of at least three years attested by a diploma.

3.2.2. Professional experience

By the deadline for applications, and in addition to the qualifications required above, candidates must have at least **four years** of relevant professional experience gained after obtaining the diploma required under 3.2.1.

3.2.3 Knowledge of Languages

- Main language: have a thorough knowledge of one official language of the European Union; and
- Second language: a satisfactory knowledge of another official language of the European Union to the extent necessary for the performance of the duties.

4. SELECTION CRITERIA

Essential:

- University degree or diploma in communication management, general or international marketing, business administration with specialization in marketing or other field relevant to this post;
- At least four years of relevant experience in marketing Higher Education institutions and programmes, including a sound knowledge of contemporary practices in appropriate student marketing channels;
- Experience in marketing strategy, international dissemination and advertising campaigns across multiple media and platforms;
- High level of proven ability to communicate and work effectively with colleagues at all levels, plus excellent stakeholder management skills;
- Excellent knowledge of English, both spoken and written (CEFR level: C1 or above).

Advantageous:

- Experience in onsite marketing and in dealing directly with potential students at job/student recruitment fairs and events;
- Work experience in an international environment;
- Knowledge of additional languages of the European Union.

5. APPLICATION PROCEDURE & SCREENING PROCESS

Applications must be submitted electronically using the AD/STG/2/2018 online application form available at <https://www.eui.eu/About/JobOpportunities/Open-competitions-for-administrative-posts> at the latest by 07/01/2019 at 24.00.

Only complete applications submitted online will be accepted and considered. Applications received by e-mail, fax or post will not be considered. In order to avoid any technical constraints, we advise you to submit your application well ahead of the deadline.

The Selection Board will screen the documents of applicants with reference to the above-mentioned eligibility criteria as well as to the essential and advantageous selection criteria and will on the basis of these findings establish a shortlist.

Only shortlisted candidates will be invited for the interview and tests.

Candidates will be disqualified if they:

- do not complete the registration by the deadline;
- do not send a complete application;
- do not meet all the eligibility criteria on the closing date for online applications;
- do not provide all the required supporting documents at any stage of the procedure where these are requested.

If at any stage of the procedure, it is found that any of the information given in the application is false or not evidenced by the appropriate supporting documents, the candidate will be disqualified from the competition.

Contact: applyjob@eui.eu

Candidates who are not shortlisted will be duly notified by the Human Resources Service, once the decision on the appointed candidate has been taken by the Appointing Authority.

6. SELECTION PROCESS

The Selection Board will assess and score each eligible application according to the essential and advantageous selection criteria laid down in this vacancy notice. It is envisaged that the 7 highest-scoring candidates will be invited for an interview and tests. All candidates having a score equal to the 7th highest scoring candidate will be included in the shortlist.

6.1 Assessment method

Shortlisted candidates will be subject to

- an interview assessing the candidate's skills and knowledge relevant to the post;
- other assessments, including a written test;
- an English language test.

Further information about the testing process will be provided in the invitation letter.

6.2 Interview

The interview will be conducted mainly in English (knowledge of other EU languages may also be tested). Mother tongue English speakers will be expected to demonstrate their knowledge of a second EU language.

Assessment on the basis of qualifications and marking of tests:

- Marking: 0 to 20 for the assessment on the basis of qualifications;
- Marking: 0 to 20 for the written test;
- Marking: 0 to 10 for the language skills;
- Marking: 0 to 50 for the interview by the Selection Board.

6.3 Reserve list

This competition is primarily aimed at setting up a reserve list in order to fill the specific position advertised. However, the reserve list may also be used to fill similar vacant positions in other units of the European University Institute.

The names of the candidates included in the reserve list will be published on the EUI Web site:
<https://www.eui.eu/About/JobOpportunities/Open-competitions-for-administrative-posts>

A successful candidate may explicitly request that his/her name not be published. Any such request must reach the EUI before the candidate is notified of the outcome of his/her application, and in any case no later than seven calendar days after the date of the tests and interview.

Candidates on the reserve list are not guaranteed recruitment.

The validity of the reserve list is twelve months from the date of publication on the EUI website. The EUI reserves the right to extend the validity of the reserve list one or several times and will communicate any such extension by publishing it on the website.

Whenever a vacancy occurs the EUI will select a short-list of candidates to interview for that particular job. Candidates will be contacted by email or by registered letter with confirmation of receipt.

Candidates are reminded that the work of the Selection Board is confidential. It is thus forbidden to make any contact with the members of the Board, either directly or indirectly, at any stage of the selection procedure. Any infringement of this rule will lead to disqualification from the selection procedure.

Candidates should not encourage third parties either to contact the Selection Board on their behalf. Any infringement of this rule may lead to disqualification of the candidate.

7. CONDITIONS OF EMPLOYMENT

Type of contract:

The successful candidate will be appointed by the Appointing Authority as a contract agent at grade FG IV, pursuant to Title IV of the Conditions of Employment of Other Servants. He/she will be offered a fixed term contract, with possibility of renewal. The total period of employment shall not exceed six years.

The successful candidate will be asked to serve a probationary period of nine months.

The place of employment is Florence, where the EUI is located.

Remuneration:

The net monthly salary after taxes in the lowest grade (FG IV 13) is approx. Euro 2,794. In addition to the salary, staff members may be entitled to various allowances, in particular a household allowance, expatriation allowance (16% of basic salary and household allowance), dependent child allowance and education allowance. The EUI has its own social security and pension scheme. Under certain circumstances, in particular where the selected candidate is obliged to change his/her place of residence in order to take up employment, the EUI may also reimburse various expenses incurred on recruitment, notably removal expenses.

Further information about remuneration and benefits can be found in Annex I.

8. EQUAL OPPORTUNITIES

The European University Institute is an equal opportunity employer in accordance with Article 1d of its Staff Regulations. It accepts applications without discrimination on any grounds such as sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation.

9. DATA PROTECTION

The purpose of processing of the data submitted by candidates is to manage their application in view of a possible pre-selection and recruitment by the EUI. The information candidates provide in their application form is collected for the purpose of the selection procedure.

The EUI will ensure that candidates' personal data are processed as required by its Data Protection Policy (President's Decision No. 40 of 27 August 2013 regarding Data Protection at the EUI). This applies in particular to the confidentiality and security of such data.

10. COMPLAINTS AND APPEALS

If at any stage of the selection procedure, the candidate considers that his/her interests have been prejudiced by a particular decision, he/she can take the following action:

- **Request for review**

In assessing candidates' merits, the selection board observes the principle of equal treatment as well as the provisions governing the Competition procedure and the Board's proceedings.

If a candidate nevertheless believes that one of these principles has not been applied in his/her case, he/she has the right, within **ten calendar days** from when the e-mail informing him/her of the decision is sent, to send a letter by e-mail stating his/her case to the e-mail address: applyjob@eui.eu.

- **Appeal procedures**

If, at any stage of the competition, the candidate considers that the Human Resources Service or the Selection Board have acted unfairly or have failed to comply with:

- the rules governing the competition procedure, or
- the provisions of the competition notice,

and that his or her interests have been prejudiced as a result, the candidate can take the following actions:

1. Submit a **formal complaint** to the Principal under Article 1(2) of the Common Provisions for the Teaching and Administrative Staff
2. Submit a **judicial appeal** before the Organ of First Instance

Please note that appeals concerning an error of assessment relating to the general eligibility criteria are not matters for which the competition's selection board is responsible and shall only be admissible before the Organ of First Instance if an administrative complaint has previously been lodged under article 1, paragraph 2 of the EUI Staff Regulations.

More information on the complaint procedure and on further means of appeal under the EUI's judicial review framework available at:

<http://www.eui.eu/ServicesAndAdmin/PersonnelService/RulesRegulations/ComplaintsAppeals.aspx>

Annex I

Remuneration and benefits

The following table provides examples of monthly salaries taking into account some possible scenarios:

Type of contract	Contract agent – FGIV, grade 13 (basic salary - with no professional experience)
Basic salary (net)	Euro 2,794 (after taxes and social security contributions)
Basic salary plus expatriation allowance (net)	Euro 3,250 (after taxes and social security contributions)
Basic salary plus expatriation and 1 dependent child allowance (net)	Euro 4,062 (after taxes and social security contributions)

Salaries and allowances are exempt from national taxation in Italy and in the EUI Contracting States, but are subject to a tax (deducted at source) for the benefit of the Institute.

Summary of Conditions of Employment and Benefits

- Annual leave entitlement of 2 days per calendar month plus additional days for distance from place of origin and an average of 17 days of EUI holidays per year;
- Flexible working hours;
- Training and development programme;
- EUI Pension Scheme ;
- EU Joint Sickness Insurance Scheme for staff member and dependent family;
- Accident and occupational disease insurance coverage;
- Expatriation or foreign residence allowance of 16% or 4%, depending on circumstances;
- Household allowance;
- Dependent child allowance;
- Pre-school allowance (for children aged less than 6);
- School allowance (for children up to the age of 26 in educational or vocational training);
- Installation allowance and reimbursement of removal costs, if applicable;
- Other benefits.