

# Job Title: Head of the Digital Media and Web Production Unit

Req ID 7901 - Posted 12/11/2018



## EUROPEAN SPACE AGENCY

Vacancy in the Director General's Services.

ESA is an equal opportunity employer, committed to achieving diversity within the workforce and creating an inclusive working environment. Applications from women are encouraged.

### Post

#### Head of the Digital Media and Web Production Unit

This post is classified A2-A4 on the Coordinated Organisations' salary scale.

### Location

ESRIN, Frascati, Italy

### Description

Head of the Digital Media and Web Production Unit, Channels, Production and Distribution Office, Communication Department, Director General Services.

### Duties

Under the direct authority of the Head of the Channels, Production and Distribution Office, the postholder will be responsible for managing a team set up to carry out and coordinate the proper planning, technical management and publishing of news and content on ESA online channels.

Responsibilities will include in particular:

- managing the development of technical infrastructure, architecture, menu tree and all the technical aspects of ensuring implementation of the ESA communication website (desktop and mobile versions), ESA Intranet, and one or more ESA video and image databases, as well as ESA Web TV and web streaming services;
- the distribution of news and content as defined by the ESA Communication Editorial Board; co-chairing the weekly Production Meeting aimed at defining the various Office actions to be undertaken to be compliant with Editorial Board recommendations;
- editorial and content production for ESA online channels (ESA Web Portal and ESA's main corporate social media channels);
- ensuring there is a coherent publishing approach across channels; planning and executing web and social media campaigns based on input from the Editorial Board;
- ensuring that a corporate editorial function for all digital channels, including development of an editorial style, of a brand message and of a set of corporate 'tone of voice' guidelines, is defined and applied; providing social media guidelines and a digital policy for ESA's communication;
- liaising with the News and Content Office to implement tools, applications, platforms and channels considered necessary to support the distribution of news and content; advising the Head of the Channels, Production and Distribution Office on digital strategy and channel choice;
- sitting on the Editorial Board on behalf of the Head of the Channels, Production and Distribution Office as required.

Moreover, the postholder will coordinate closely with the Office's ESA Branding and CVI Unit to ensure the Agency's brand is properly applied and that its Corporate Visual Identity is suitably reflected on any products developed by the Unit.

## Technical competencies

State-of-the-art knowledge in area of responsibility at required level

Understanding of the Agency's core business and structures and relationship to other Space Agencies

Understanding of Member States and relevant stakeholders' communication networks

## Leadership competencies

Driving performance

Developing & motivating people

Fostering cooperation & effective team-working

## Behavioural competencies

Planning & Organisation

Communication

Ambassadorship

Innovation & Creativity

Teamwork

Cross-Cultural Sensitivity

## Education

Applicants for this post should have a Master's degree or equivalent in marketing or communication-related disciplines.

## Additional requirements

Experience in managing complex communication projects is essential. The post requires an excellent knowledge of ESA and its programmes, as well as a capacity to work well under pressure and to tight deadlines

## Other information

For behavioural competencies expected from ESA staff in general, please refer to the ESA Competency Framework.

The working languages of the Agency are English and French. A good knowledge of one of these is required.

Knowledge of another Member State language would be an asset.

The Agency may require applicants to undergo selection tests.

## The closing date for applications is 10 December 2018.

If you require support with your application due to a disability, please email [contact.human.resources@esa.int](mailto:contact.human.resources@esa.int).

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Please note that applications are only considered from nationals of one of the following States: Austria, Belgium, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland, the United Kingdom and Canada and Slovenia.

According to the ESA Convention the recruitment of staff must take into account an adequate distribution of posts among nationals of the ESA Member States. When short-listing for an interview, priority will first be given to internal candidates and secondly to external candidates from under-represented Member States. (<http://esamultimedia.esa.int/docs/careers/NationalityTargets.pdf>)

In accordance with the European Space Agency's security procedures and as part of the selection process, successful candidates will be required to undergo basic screening before appointment.

Recruitment will normally be at the first grade in the band (A2); however, if the candidate selected has little or no experience, the position may be filled at A1 level.