

Position Name: Press and Public Information Officer	Employment Regime: Seconded	
Ref. Number: MA 115	Location: Mali - Bamako	Availability: 08 October 2022
Component/Department/Unit: Chief of Staff Office/Press and Public Information	Security Clearance Level: EU CONFIDENTIAL	Open to Contributing Third States: Yes

1. Reporting Line

The Press and Public Information Officer (PPIO) reports to the Chief of Staff while working also in direct support of the Head of Mission (HoM) and the Deputy Head of Mission (DHoM).

2. Main Tasks and Responsibilities

- To contribute to the implementation of the Mission Strategic Communications Plan;
- To draft, update and implement the Communication Strategy and annual communication plans of the Mission;
- To contribute to the development and maintenance of an effective Mission website and social media accounts;
- To draft press releases, public statements, articles and features;
- To write and design public information material and factsheets;
- To produce communications material as well as social media content (including video productions and publicity campaigns) for different communication channels of the Mission;
- To organise contract/tender/designs for Mission visibility items, media products and publicity campaigns and to manage the Press and Public Information budget, procurement processes;
- To be the focal point for press and public information work;
- To lead and manage the work and staff of the Press and Public Information Office;
- To act as the Mission's spokesperson if required and to communicate the work of the Mission to the public;
- To organise and conduct press conferences, briefings, seminars, media events and journalist visits;
- To cover the media aspects of high-level visits and to cover external high-level meetings with Malian officials and international counterparts, as required;
- To monitor local and international media and draft regular media summaries;
- To monitor disinformation against the interests of the Mission in close cooperation with the Mission Analytical Capability, Security and CIS;
- To provide strategic and operational guidance and advise to the Mission management and relevant staff members on internal and external communications/lines to take;
- To regularly monitor and analyse the impact and the effectiveness of the Mission's communication and public outreach activities;
- To coordinate communication activities with the press offices of other EU actors in Mali, and with other international partners as required;
- To liaise closely with the CPCC Strategic Communications;
- To contribute to the training of Mission personnel as required;

3. General Tasks and Responsibilities

- To identify and report on lessons learnt and best practices within the respective area of responsibility;
- To contribute and ensure timely reporting on activities within the respective area of responsibility;
- To take account of gender equality and human rights aspects in the execution of tasks;
- To undertake any other related tasks as requested by the Line Manager(s).

4. Essential Qualifications and Experience

- Successful completion of university studies of at least 3 years attested by a diploma **OR** a qualification in the National Qualifications Framework which is equivalent to level 6 in the European Qualifications Framework **OR** a qualification of the first cycle under the framework of qualifications of the European Higher Education Area, e.g. Bachelor's Degree **OR** equivalent and attested police and/or military education and training or an award of an equivalent rank. The qualification should be in any of the fields of Communications, Political studies, International Relations, Humanities, Social Sciences or other related field;

AND

A minimum of 4 years of relevant professional experience, after having fulfilled the education requirements.

5. Essential Knowledge, Skills and Abilities

- Experience and skills in digital communication (website management, managing social media accounts, visual communication);
- Drafting and presentation skills;
- Proven experience in developing and implementing strategic communication;
- French language skills: minimum level B1/B2 (Independent User);
- English language skills: minimum level B1/B2 (Independent User).

6. Desirable Qualifications and Experience

- Knowledge and practical experience of formulating and implementing communication strategies;
- Analytical skills and experience on analysing and developing the performance of public information activities, including social media;
- Experience in the field of institutional communication;
- Experience in conducting media and outreach campaigns;
- International experience, particularly in crisis areas with multi-national and international organisations, or crisis management missions.

7. Desirable Knowledge, Skills and Abilities

- Political sensitivity and ability to handle sensitive matters
- Knowledge of disinformation
- Knowledge about the local press and media environment
- Networking skills