

# Terms of Reference – Seconded National Expert – Senior Advisor, Strategic Communication

The European Centre of Excellence for Civilian Crisis Management e.V. (CoE) is looking for a seconded national expert on Strategic Communication within the realm of civilian CSDP (f/m/div) in full-time. The position is foreseen to be filled ideally from 1 June 2026, or as agreed. The place of work is Berlin, however, travel within the EU may be necessary occasionally.

The CoE, located in Berlin, is a member-based association founded in February 2020. Created following an invitation from the German Federal Foreign Office to all European Union (EU) Member States (MS), the CoE focuses on enhancing capabilities (national systems, structures and processes) to strengthen civilian crisis management within the EU's Common Security and Defence Policy (CSDP).

The Centre is a service provider, supporting its 25 current members (EU MS) and working closely with the European External Action Service (EEAS), its Preferred Partner, in implementing their commitments under the Civilian CSDP Compact: 1.) Providing tailored, expert advice to members to help them address specific challenges, so they can strengthen their national capabilities and better contribute to EU civilian crisis management. This includes the facilitation of thematic working groups amongst EU MS - so-called "NIP Clusters", as set out in the Civilian CSDP Compact; 2.) Offering an informal platform to MS and Preferred Partners - outside of formal configurations – to openly discuss key issues relevant to enhancing the EU's civilian crisis management; 3.) Facilitating the exchange of good practices, with CoE analysis and advice, to promote mutual learning amongst members and develop concrete ideas and practices to enhance European civilian crisis management.

Emerging threats such as disinformation, FIMI, hybrid threats and cyber warfare are a reality in both Member States and countries that host EU civilian missions. Working toward creating resilience against such threats is a clear need expressed by our members. The FIMI and disinformation work could be integrated into relevant existing communication strategies, within the CoE and in the Member States' strategies, as well as defining a strategic direction for a common narrative for the members about Civilian CSDP.

A Seconded National Expert on Strategic Communication would be responsible in facilitating the work of the StratCom cluster, led by three Member States, and informed by the National Implementation Plans (NIPs). CoE members have expressed a clear need for the development of national communication strategies based on a narrative on the linkages between security issues in missions' host countries and the Member State (the so called internal-external security nexus) and national communication strategies to this end. The overall aim of these efforts will be to increase public support for civilian CSDP within EU Member States, and to reach potential candidates interested in working for civilian CSDP missions.

Under the overall supervision of the CoE's Director and as a member of the Senior Management Team, the **Expert on Strategic Communication is responsible for:**

- Facilitating the work of the StratCom Cluster, led by three Member States.
- Research on and analysis of identified good practices and processes in strategic communication activities of CoE members.
- To support CoE members in developing their national narratives on CSDP related issues.
- Identifying interlinkages between strategic communication issues in mission host countries and Members States.
- To provide CoE members and partners with operational guidance and expertise on strategic communication through the development of national communication strategies.

- To design and facilitate formats of exchange (workshops or online meetings), regarding strategic communication between CoE members with the goal of sharing good practices.
- Work in alignment and liaison with the EEAS to support CoE members in their efforts to deliver on commitments under the Civilian CSDP Compact, i.e. through the implementation of members' NIPs and supporting the work of the "informal NIP Clusters".
- Liaising with CoE members, EU institutions and services as well as any other relevant actors on matters related to strategic communications.
- Country coordination responsibility as assigned by the Senior Management Team.
- To undertake any other related tasks as requested by the Director.

### **Necessary Requirements**

- Master's degree in communications, International Relations, Political Science, Business Administration or similar fields of study, alternatively substantive experience in a topical area.
- Substantial (preferably > 7 years) professional experience related to strategic communication.
- Knowledge of current developments in the field of strategic communication.
- Knowledge of hybrid and cyber threats, FIMI and miscommunication would be a strong asset.
- Experience in the development of strategic communication concepts.
- Excellent organisational skills.
- Sound diplomatic skills paired with the ability to convey complex issues in a clear and simple manner.
- Excellent team-working skills and a hands-on attitude.
- Excellent command of written and oral English.
- Ability to manage multiple tasks flexibly in a fast-paced environment.

### **Desirable Assets**

- Experience in working in and on national political processes related to CFSP.
- Experience in working in an EU institution or ministerial/national administration environment.
- Experience in working in EU institutions or services.
- Knowledge of the gender aspects of strategic communication would be a strong asset.

### **Our Offer**

- A responsible position dealing with interesting and topical policy issues in a dynamic international organisation.
- State of the art equipment and spacious, wheel-chair accessible office space in the heart of Berlin.
- Options for remote working (2 days per week).
- Opportunities for vocational training.

We value diversity and therefore expressly welcome all applications - regardless of cultural, social or ethnic origin, gender, religion or belief, disability, age or sexual identity. People with severe disabilities and people of equal status are given preferential consideration in the case of equal suitability.

### **Applications:**

As a planning framework, secondment to this position shall be sought for a period not shorter than two years. Generally, and in accordance with the CoE's statutes, experts shall not be seconded to the Centre of Excellence on a permanent basis.

Application for this position is open to all CoE members. Members are encouraged to indicate their interest in the position ideally by 30 April 2026. Members who express their interest will be invited to submit a formal nomination package consisting of a CV, a motivation letter, and a confirmation from the seconding authority. All enquiries should be addressed directly to the Director, Johanna Sumuvuori ([johanna.sumuvuori@coe-civ.eu](mailto:johanna.sumuvuori@coe-civ.eu)).