



## PRESS OFFICER TRAINING 28 FEBRUARY – 4 MARCH 2011 - BRUSSELS

### Notification

The Network for Enhanced Electoral and Democratic Support Project (NEEDS), a project funded by the European Commission, will carry out a EU EOM Press Officer Training from **Monday 28 February to Friday 4 March 2011**. The training is for a maximum of 14 candidates and will take place at the NEEDS office, 15-17 Rue Belliard, Brussels 1040. The duration is five full days and the language of the training is English.

Performance at the training will be continuously evaluated and candidates will be graded at the end, according to their level of readiness to participate in an EU EOM. NEEDS evaluates according to criteria which include: ability to work in a team, communication and writing skills, cross-cultural sensitivity, ability to follow instructions and understanding of course content. Evaluations will be posted on the candidate's Roster CV after the training, to assist the Focal Points and the European Commission in the selection process for EU Election Observation Missions.

Candidates should read the Selection Criteria carefully before applying. It is strongly recommended that candidates update their CV on the Roster before making an application.

1. The NEEDS Project will cover the travel and living expenses attached to participation in the training.
2. Focal Points are asked to propose a MAXIMUM of TWO candidates with ONE reserve.
3. Spontaneous applications will be encouraged.
4. The deadline for proposals is 13 February 2011.

### General Selection Criteria for NEEDS Candidates:

- previous experience of election observation and/or other relevant experience or know-how and specific training, national and/or international – good experience of working languages of EU EOMs (either English, French, or Spanish or a combination of those languages);
- interpersonal skills (e.g. capacity of balanced judgment, ability to work in teams, ability to cope with difficult situations, respect for local attitudes, good communication skills, readiness to work in a multicultural environment);
- ability to maintain professional independence and strict impartiality in the conduct of duties in the host country;
- demonstrated commitment to democracy and human rights;

- EU Member State citizenship;
- special knowledge of human rights and democratisation issues;
- basic knowledge of institutional aspects of the EU;
- analytical and drafting skills.

#### Specific Press Officer Selection Criteria

- Professional experience and background in journalism and/or public relations, public outreach and press relations of at least three years;
- Excellent written and oral communication skills;
- Previous experience as a Short or Long-Term observer on an EU EOM, OSCE/ODIHR or other international election observation mission would be a strong advantage;
- Excellent social and professional networking skills;
- Excellent knowledge of English ;
- Although the training will be carried out in English; preference will be given to candidates with sufficiently proficient French and/or Spanish to participate in an EU EOM in either of those languages;
- Candidates must be able and willing to apply for Core Team positions in 2011;
- Candidates must be available for missions of six weeks or longer and indicate this clearly on their Roster CV.

#### EU EOM Press Officer Responsibilities (indicative):

The Press Officer is responsible for organising the EU EOM's communication and public outreach, strategy, handling relations with the media, and organising the EU EOM's press conferences. S/he will work under the supervision of the CO and DCO.

S/he will:

1. Advise the CO and DCO on strategies to achieve maximum visibility for the EU EOM in the national and international media.
2. Develop an overall public outreach strategy making use of community radios, networks of non-governmental organisations, political parties, universities, etc;
3. Establish and maintain contact with the local and international media.
4. Prepare (or receive from another institution/organisation) a basic daily media digest of political and election related items for the EU EOM.
5. Ensure that "EU Visibility guidelines for external actions" are followed.
6. Coordinate the development of the mission website, in terms of design and content, in cooperation with all other mission members and in coordination with the European Commission.
7. Prepare a "mission fact-sheet" to explain the mandate and objectives of the EU EOM to the general public.

8. Assist the CO and DCO in the preparation of press releases and press conferences, as instructed by CO/DCO.
9. Ensure, where appropriate, the translation of the relevant information and documents issued by the EU EOM to the public.
10. Ensure that the public outreach strategy is gender and minority sensitive.
11. Prepare a comprehensive press distribution list for both local and international media.
12. Ensure maximum distribution of the EU EOM's press releases, preliminary statement and final report both locally and internationally.
13. Ensure that EU EOM press releases and statements are communicated regularly to observers.
14. Participate in briefings, debriefings and Core Team meetings.
15. Support in the preparation of the CO agenda and accompany the CO during his/her visits.
16. If requested by the CO, DCO or Commission, prepare first drafts of weekly reports, the preliminary statement, and the final report ensuring that Commission guidelines are carefully and rigorously followed and that the quality of language is of a high standard.
17. Contribute to the preparation of weekly reports, the preliminary statement and the final report. Contribute to the internal report, including suggesting any methodological improvements and information on possible areas of technical assistance.
18. Perform any other duty required for the good functioning of the EU EOM.