

# Senior non-key experts

## 1. SNKE Geographical Team Leader – Vojvodina

### ABOUT THE POSITION

The Geographical Team Leader for Vojvodina will be responsible for implementing all project activities in the geographical area of Vojvodina, with a primary base in Novi Sad. S/he will work under the guidance of the Team Leader and coordinate activities on the regional level with the Deputy Team Leader and other Europe house experts. S/he will supervise the Europe House Public Space Manager in Novi Sad, the Information and Media Officer in Novi Sad, and the support staff.

The Geographical Team Leader will be fully responsible for the implementation of all contract activities in the Europe House Novi Sad. S/he will also be responsible for the smooth functioning of the EH public space activities, local social media (per the social media strategy of all EU houses under the guidance of the Digital Marketing Manager), coordination of EH support staff, and the organisation of local events. S/he will contribute to producing news and audiovisual content and maintain local contract databases and mailing lists.

S/he is expected to have experience in working with different target groups and/or multipliers in the region (civil society organisations, media, academia, government institutions, business actors, etc.). When required, s/he will be expected to perform her/his duties during weekends and holidays. Tight deadlines and crisis management are part of the job.

### QUALIFICATIONS & SKILLS

- Bachelor's degree – where a university degree has been awarded on completion of three or more years of study in a university or equivalent institution, or a minimum of 3 years of general professional experience in addition to the minimum number of years of general experience specified below will be considered equivalent.
- Fluency in other EU languages, other than those required for all staff, will be considered an asset.

### GENERAL PROFESSIONAL EXPERIENCE

- Minimum 5, preferably 7 years of relevant professional experience in communication and information.

### SPECIFIC PROFESSIONAL EXPERIENCE

- Team management experience in minimum 1, preferably 2, information or communication assignments aimed at the general public (such as communication, advertising, outreach, awareness-raising, etc.).
- 1, preferably 2 years of relevant professional experience in customer service and direct contact with the public will be considered an asset.

## 2. SNKE Geographical Team Leader – Southern Serbia – Niš

### ABOUT THE POSITION

The Geographical Team Leader for Southern Serbia will be responsible for implementing all project activities in the geographical area of Southern Serbia, with a primary base in Niš. S/he will work under the guidance of the Team Leader and coordinate activities on the regional level with the Deputy Team Leader and other Europe house experts. S/he will supervise the Europe House Public Space Manager Niš, the Information and Media Officer Niš, and the support staff.

The Geographical Team Leader will be fully responsible for the implementation of all contract activities in the Europe House Niš. S/he will also be responsible for the smooth functioning of the EH public space activities, local social media (by the social media strategy of all EU houses under the guidance of the Digital Marketing Manager), coordination of EH support staff, and the organisation of local events. S/he will contribute to producing news and audiovisual content and maintain local contract databases and mailing lists.

S/he is expected to have experience in working with different target groups and/or multipliers in the region (civil society organisations, media, academia, government institutions, business actors, etc.). When required, s/he will be expected to perform her/his duties during weekends and holidays. Tight deadlines and crisis management are part of the job.

## QUALIFICATIONS & SKILLS

- Bachelor's degree – where a university degree has been awarded on completion of three or more years of study in a university or equivalent institution, or a minimum of 3 years of general professional experience in addition to the minimum number of years of general experience specified below will be considered equivalent.
- Fluency in other EU languages, other than those required for all staff, will be considered an asset.

## GENERAL PROFESSIONAL EXPERIENCE

- Minimum 5, preferably 7 years of relevant professional experience in communication and information.

## SPECIFIC PROFESSIONAL EXPERIENCE

- Team management experience in minimum 1, preferably 2, information or communication assignments aimed at the general public (such as communication, advertising, outreach, awareness-raising, etc.).
- 1, preferably 2 years of relevant professional experience in customer service and direct contact with the public will be considered an asset.

### 3. SNKE Media Relations and Information Officer – Belgrade

## ABOUT THE POSITION

The Media Relations and Information Officer will be based in Belgrade and will coordinate and implement activities related to media relations. S/he will act as the key contact point for Serbian media and will take the lead in increasing the visibility and presence of the EU in national and regional media.

In close cooperation with the EU Communication Officers, s/he will be responsible for identifying and utilising media opportunities to promote the positive aspects of European integration in Serbia, as well as highlighting EU assistance, reforms, and their concrete benefits for Serbian citizens. S/he will support the identification and mobilisation of cultural, sports, and other public influencers to enhance public awareness and promote EU-related activities and values.

S/he will also assist the EU Delegation in Serbia in planning, preparing, and participating in the creation and dissemination of information materials, including press releases, public statements, and content for public events, press conferences, and interviews.

When required, s/he will be expected to perform her/his duties during weekends and holidays. Tight deadlines and crisis communication may be part of the job.

## QUALIFICATIONS & SKILLS

- Bachelor's degree – where a university degree has been awarded on completion of three or more years of study in a university or equivalent institution, or a minimum of 3 years of general professional experience in addition to the minimum number of years of general experience specified below will be considered equivalent.
- Fluency in other EU languages, other than those required for all staff, will be considered an asset.

## GENERAL PROFESSIONAL EXPERIENCE

- Minimum 5, preferably 7 years of relevant professional experience in communication and information.

## SPECIFIC PROFESSIONAL EXPERIENCE

- Experience in the design and implementation of information or communication campaigns.
- Experience in working directly with media and journalists, including public speaking or media liaison roles.

## 4. SNKE Culture and Public Diplomacy Manager – Belgrade

### ABOUT THE POSITION

The Culture and Public Diplomacy Manager will be based in Belgrade and will steer, coordinate, and implement cultural and public diplomacy activities to ensure high visibility of EU cultural initiatives and the EU's role in promoting European values and heritage in Serbia.

This role is designed to maximise the impact of EU cultural diplomacy, integrating these activities into the broader communication strategy of the EU Delegation in Serbia. S/he will coordinate efforts across various projects and stakeholders, working in close collaboration with EUNIC, EU Member States, Creative Europe Desk Serbia, and local cultural actors.

Main tasks include:

- Build and maintain relationships with EUNIC, local cultural professionals, and artists to establish partnerships promoting European culture, cinema, art, policies, and heritage.
- Coordinate the planning and execution of cultural and public diplomacy events with EUNIC and EU Member States.
- Collaborate with the Creative Europe Desk Serbia on joint cultural activities.

- Oversee the production and delivery of the European Film Festival and thematic campaigns such as Orange the World – 16 Days of Activism, European Heritage Days, International Women’s Day, and European Language Day.
- Organise and manage cultural programmes including the Heritage Heroes Award, Dobrila Award, national photo competitions, exhibitions, and related initiatives.

## QUALIFICATIONS & SKILLS

- Bachelor’s degree – where a university degree has been awarded on completion of three or more years of study in a university or equivalent institution, or a minimum of 3 years of general professional experience in addition to the minimum number of years of general experience specified below will be considered equivalent.
- Fluency in other EU languages, other than those required for all staff, will be considered an asset.

## GENERAL PROFESSIONAL EXPERIENCE

- Minimum 5, preferably 7 years of relevant professional experience in communication and cultural programming.

## SPECIFIC PROFESSIONAL EXPERIENCE

- Experience in the design and implementation of cultural, information, or communication campaigns.
- Experience working with cultural stakeholders and institutions at the national or international level.

### 5. SNKE Networking and Program Manager – Belgrade

## ABOUT THE POSITION

The Networking and Program Manager will be based in one of the Europe Houses in Belgrade, Niš, or Novi Sad, and will be required to travel regularly to other Europe House locations across Serbia.

S/he will be responsible for developing and maintaining partnerships with stakeholders, national contact points, and institutional or civil society partners engaged in promoting EU programmes and implementing EU-related activities in Serbia. S/he will act as a focal point on behalf of the Europe Houses for the network of Young European Ambassadors.

S/he will work to build and manage a network of collaborators and partners, facilitate effective communication, and promote the role of the Europe Houses among various target groups throughout Serbia.

The Networking and Program Manager will be in charge of creating and coordinating the programme of events across all Europe House locations. This includes harmonising existing programmes and developing new event concepts. S/he will contribute to the conceptualisation, design, operational planning, coordination, and implementation of public information and communication events and campaigns throughout Serbia. The role requires creativity and initiative in communicating information about the EU, including its assistance, programmes, and values, in ways that are accessible, engaging, and relevant to Serbian audiences.

## QUALIFICATIONS & SKILLS

- Bachelor's degree – where a university degree has been awarded on completion of three or more years of study in a university or equivalent institution, or minimum of 3 years of general professional experience in addition to the minimum number of years of general experience specified below will be considered equivalent.
- Fluency in other EU languages, other than those required for all staff, will be considered an asset.

## GENERAL PROFESSIONAL EXPERIENCE

- Minimum 5, preferably 7 years of relevant professional experience in communication, outreach, or public engagement.

## SPECIFIC PROFESSIONAL EXPERIENCE

- Experience working with different target groups and/or multipliers (such as civil society, media, academia, government, business) in Serbia.
- Experience in building and managing stakeholder networks and developing public event programmes will be considered an asset.

## 6. SNKE Opportunity Officer – Belgrade

### ABOUT THE POSITION

The Opportunity Officer will be responsible for systematically mapping the wide range of opportunities that the European Union offers to Serbian organisations (including national and local administrations, civil society organisations, and businesses) and individuals (such as researchers, scientists, entrepreneurs, teachers, students, youth, and athletes).

S/he will be in charge of actively promoting these opportunities to potential beneficiaries, media and the general public. The Opportunity Officer will also be responsible for collecting and communicating success stories and results of EU opportunities in Serbia in a way that highlights their value and practical benefits.

S/he will ensure that the [www.eumogucnosti.rs](http://www.eumogucnosti.rs) and “Opportunity” section of the EUzaTebe platform is regularly updated, factually accurate, and effectively promoted across communication channels.

The Opportunity Officer will also conceptualise and develop tools and training materials that help potential applicants understand how best to apply for EU opportunities. S/he will organise info days and trainings and support stakeholders (including other institutions and partners) in developing and promoting similar initiatives.

The role requires strong communication skills, initiative, and the ability to translate complex funding programmes into accessible information for the public and media.

### QUALIFICATIONS & SKILLS

- Bachelor's degree – where a university degree has been awarded on completion of three or more years of study in a university or equivalent institution, or a minimum of 3 years of general professional experience in addition to the minimum number of years of general experience specified below will be considered equivalent.
- Fluency in other EU languages, other than those required for all staff, will be considered an asset.

## GENERAL PROFESSIONAL EXPERIENCE

- Minimum 5, preferably 7 years of relevant professional experience in communication, public awareness, or project development related to international cooperation or development.

## SPECIFIC PROFESSIONAL EXPERIENCE

- Experience with promotion and communication on development and cooperation projects and programmes will be considered an asset.
- Experience with public presentations, including to media and general audiences.
- Experience in maintaining and promoting online platforms.
- Experience in the organisation of events, and experience in the design and implementation of information or communication campaigns.
- Experience in preparing user-friendly educational or informational materials and delivering training will be considered an asset.

## 7. SNKE Digital Marketing Manager – Belgrade

### ABOUT THE POSITION

Based in Belgrade, s/he will be responsible for digital presence, strategy and communication through social media in close interaction with the EU Delegation. S/he will be in charge of defining and implementing a strategy for social media. She/he will monitor activities and discussions, and debates on social media and will report on them and propose ways to adapt communication on social media.

S/he will also assist the EU Delegation and, in particular, the Head of Delegation in managing and posting content on social media accounts. The language used for social media should be both Serbian and English, depending on the medium and target group.

- **Digital Strategy Development:** Develop and execute comprehensive digital marketing strategies to achieve objectives, including enhanced EU visibility, brand awareness and revenue growth, lead generation, and revenue growth.
- **Online Advertising:** Plan, manage and optimise online advertising campaigns across various platforms such as Google Ads, Facebook Ads, and other relevant channels. Monitor and adjust budgets and targeting for maximum ROI.
- **SEO and SEM:** Lead search engine optimisation (SEO) and search engine marketing (SEM) efforts to improve organic search rankings and drive qualified traffic to the website. Stay updated with SEO best practices and algorithm changes.
- **Content Marketing:** Oversee the creation and distribution of high-quality, relevant content to attract and engage the target audience. Collaborate with content creators, writers, and designers.
- **Social Media Management:** Manage and grow the EU's presence on social media platforms, including content creation, posting schedules, and community engagement. Develop and implement paid social media advertising campaigns.

- **Analytics and Reporting:** Use data and analytics tools to track the performance of digital marketing efforts. Provide regular reports and insights to measure campaign effectiveness and make data-driven recommendations.
- **Budget Management:** Manage the digital marketing budget effectively, ensuring cost-efficient campaigns and a positive ROI.
- **Team Leadership:** Lead and mentor a Social Media team (Social media officers and other assigned team members), setting goals, providing guidance, and fostering a collaborative and results-driven work environment.
- **Stay Updated:** Keep up-to-date with industry trends, emerging digital marketing technologies, and best practices. Apply new knowledge to drive innovation in digital marketing strategies.

## QUALIFICATIONS & SKILLS

- Bachelor's degree – where a university degree has been awarded on completion of three or more years of study in a university or equivalent institution, or a minimum of 3 years of general professional experience in addition to the minimum number of years of general experience specified below will be considered equivalent.
- Fluency in other EU languages, other than those required for all staff, will be considered an asset.

## GENERAL PROFESSIONAL EXPERIENCE

- Minimum 5, preferably 7 years of relevant professional experience in digital marketing, strategic communication, or media outreach.

## SPECIFIC PROFESSIONAL EXPERIENCE

- Experience in digital media marketing and managing digital platforms.
- Expertise in search engine optimisation (SEO) and search engine marketing (SEM).
- Experience with promotion and engagement through digital networks and social media platforms.

# Junior non-key experts

## 1. JNKE EU Communication Officer – Belgrade (3 positions)

### ABOUT THE POSITION

The EU Communication Officers will be based in Belgrade and will steer, coordinate, and implement communication activities related to ensuring high visibility of the EU accession process and EU activities in Serbia.

Their primary role will be to maximise the impact of the visibility of EU assistance in Serbia and to lead communication activities across various EU-funded projects and programmes implemented by a wide range of stakeholders, including Serbian government institutions, EU bodies, international organisations, NGOs, CSOs, and other project implementers.



They will work in close coordination with the Team Leader and Deputy Team Leader and will interact regularly with programme and project managers from the EU Delegation, relevant Serbian ministries (particularly the Ministry of European Integration and the Ministry of Finance – CFCU), as well as project implementers, beneficiaries, Europe House managers, and other non-key experts.

## QUALIFICATIONS & SKILLS

- Bachelor's degree – where a university degree has been awarded on completion of three or more years of study in a university or equivalent institution, or a minimum of 3 years of general professional experience in addition to the minimum number of years of general experience specified below will be considered equivalent.
- Fluency in other EU languages, other than those required for all staff, will be considered an asset.

## GENERAL PROFESSIONAL EXPERIENCE

- Minimum 2, preferably 3 years of relevant professional experience in communication, journalism, public relations, or media engagement.

## SPECIFIC PROFESSIONAL EXPERIENCE

- Experience in the design and implementation of information or communication campaigns.
- Experience in working directly with media and journalists, including public engagement, content development, or campaign coordination.

## 2. JNKE Technician and Audio/Video Specialist – Belgrade

### ABOUT THE POSITION

The Technician and Audio/Video Specialist will be based in the Europe House in Belgrade and will be responsible for managing, coordinating, and implementing technical support related to audio and video equipment for all public events and activities taking place in the venue.

#### Responsibilities:

- Main responsible person for the setup, operation, and maintenance of all audio, video, and lighting equipment for public events and activities at the Europe House in Belgrade.
- Provide real-time technical support during events, ensuring seamless delivery of sound, image, and video stream.
- Responsible for livestreaming events happening at Europe House through YouTube, Zoom, and other relevant platforms.
- Coordinate technical logistics in advance of each event and respond to technical issues during events.
- Develop protocols and checklists for efficient use, maintenance, and secure storage of technical equipment.
- Regularly test equipment and provide technical confirmations ahead of each event.
- Maintain a detailed inventory of all technical gear and ensure its proper functioning and security.
- Regularly report to the Public Space Manager on all technical matters and upcoming needs.



## QUALIFICATIONS & SKILLS

- Proven experience with audio/video equipment operation in professional settings.
- Experience in managing livestreaming for events across platforms such as YouTube and Zoom.
- Hands-on experience with technical support during live public events.

## GENERAL PROFESSIONAL EXPERIENCE

- Minimum 2, preferably 3 years of relevant professional experience in similar jobs

## SPECIFIC PROFESSIONAL EXPERIENCE

- Availability to work evenings, weekends, and holidays when events require.
- Mobility to provide technical support in other Europe House locations when needed.

### 3. JNKE Europe House Public Space Manager (2 positions) – Belgrade

## ABOUT THE POSITION

The Europe House Public Space Managers will be responsible for the smooth planning, organisation and running of all daily activities of the EU House in Belgrade. They will be present during Europe House opening hours and will be responsible for coordinating the work of the Europe House support staff.

Tasks range from: ensuring high visibility and interest in Europe House services from individual and group visitors, speaking to them and inviting speakers, organising events in Europe House premises, organising other optimal customer services, including public queries and responding to citizens' questions about the EU, EU funding opportunities and others.

## QUALIFICATIONS & SKILLS

- Strong organisational and time-management skills, including scheduling and coordination of public activities
- Excellent communication and interpersonal skills
- Ability to work with diverse visitor groups and respond to public queries
- Attention to detail and protocol awareness in official and public settings
- Ability to work independently and take initiative in fast-paced environments
- Proficiency in digital tools for reporting, scheduling, and communication (e.g. MS Office, basic event tools)

## GENERAL PROFESSIONAL EXPERIENCE

- Minimum 2, preferably 3 years of relevant professional experience in public engagement, venue management, or cultural/event space operations.

## **SPECIFIC PROFESSIONAL EXPERIENCE**

- Experience in customer service and direct interaction with visitors
- Experience in responding to public inquiries and providing accurate information
- Experience in organising, coordinating, and delivering public events
- Experience working within institutional, cultural, or EU-related environments will be considered an asset

## **4. JNKE Reporter and Web Editor – Belgrade**

### **ABOUT THE POSITION**

Based in Belgrade, s/he will source, write, edit and post daily news stories on the EU Delegation and Europe House websites, as well as on the EUzaTebe Platform, and regularly update non-news content. S/he will actively and operatively use information from EU institutions, EU Delegation, EU project managers and implementers, EU-related events and assistance visibility events in Serbia, as well as other EU sources, to maintain the websites as key reference points for news on EU-Serbia relations and events of EUINFONET.

S/he will contribute to producing A/V and social media content and should be able to take photos of events and locations.

S/he will regularly (at least once a week) edit the weekly newsletter/e-mail with the latest news stories and announcements of forthcoming events that will be sent out to at least 600 recipients. Drafting and sending press releases and media monitoring is part of the job. S/he will also assist the EU Delegation in providing regular information about EU activities in Serbia to Embassies of EU member States in Serbia, other embassies and International Institutions and Headquarters.

In cooperation with other key and non-key experts, s/he will be responsible for supporting the activities of the networks developed and maintained in the framework of this contract. S/he will promote and support these networks and involve them in events and campaigns.

### **QUALIFICATIONS & SKILLS**

- Bachelor's degree – where a university degree has been awarded on completion of three or more years of study in a university or equivalent institution, or a minimum of 3 years of general professional experience in addition to the minimum number of years of general experience specified below will be considered equivalent.
- Fluency in other EU languages, other than those required for all staff, will be considered an asset.

## **GENERAL PROFESSIONAL EXPERIENCE**

- Minimum 2, preferably 3 years of relevant professional experience in journalism and media

## **SPECIFIC PROFESSIONAL EXPERIENCE**



- Experience with web editing and maintenance activities and projects.
- Experience in drafting news articles, press releases, and newsletters.
- Familiarity with content management systems (CMS) and digital publishing tools