

Digital Communication Officer

COST

COST – European CO-operation in Science and Technology – provides networking opportunities for researchers and innovators in order to strengthen Europe’s capacity to address scientific, technological and societal challenges. There are three strategic priorities: Promoting and spreading excellence, fostering interdisciplinary research for breakthrough science, and empowering and retaining young researchers and innovators. COST implements its mission by funding bottom-up, excellence-driven, open and inclusive networks for peaceful purposes in all areas of science and technology.

The COST Association is an international non-profit association based in Brussels with 38 European Member Countries. It draws its funding from the EU Framework Programme for Research and Innovation, Horizon Europe, through specific Grant Agreements signed under the umbrella of a framework Partnership Agreement with the European Commission.

Position Responsibilities

The Digital Communication Officer will be responsible for developing a strategic approach to digital communications and social media and ensure an effective implementation. He/ She will monitor the effectiveness of the website and other digital platforms. This includes managing search engine optimization and providing a content strategy to drive people to the website.

The Digital Communication Officer reports directly to the Head of Policy and Communications Department.

This position will involve:

- Develop digital communication strategies and oversee their successful implementation;
- Ensure COST digital presence reflects COST’s strategy and brand and is consistent with other communication channels and messaging;
- Drive traffic to the website and increase user engagement and interaction;
- Ensure a positive user-experience with all COST digital channels;
- Monitor the effectiveness of the COST website and digital platforms, regularly report on user statistics, make recommendations for further improvement;
- Manage search engine optimization;
- Provide a content strategy to drive people to the website;
- Ensure corporate and COST Action news and events are largely spread within the COST network through building a marketing database and sending regular e-news;
- Build, manage and continuously develop the marketing database;
- Make sure that content is accurate, up to date and consistent in terms of messaging;
- Establish a process for the organisation of webinars and take the lead in making it happen;
- Managing agencies, freelancers, and other suppliers, etc. and handle the administration related to the above-mentioned responsibilities;
- Fulfilling other responsibilities and tasks in the interest of the organisation, as mandated by the Head of Policy and Communications Department or by the COST Association Director.

Profile and Competencies

Candidates should demonstrate the following competencies:

EDUCATION & EXPERIENCE

- Master Degree in Marketing or Communications
- At least 5 years' experience in digital communication in a communication agency, in-house marketing department or equivalent
- A strong added value is the knowledge of the European Research and Innovation policy, landscape and agenda. Familiarity with national research structures, institutions and stakeholders.
- High standard of spoken and written English, knowledge of other European languages appreciated.
- Experience in academic, public service or not-for-profit environment.

SPECIFIC COMPETENCIES

- Very good understanding of all aspects of digital communications and social media
- Proven and demonstrable competencies in working with a wide range of social media platforms (such as Facebook, Twitter and YouTube), etc.
- Sound knowledge of website management (web development, producing content for the web, etc.)
- Good working knowledge of MS Office systems, web 2.0 tools, desktop publishing software (Adobe Illustrator or InDesign), database systems and website content management systems (e.g. eZPublish);
- Proficient in HTML and Experience with Word Press or similar web-based applications
- Experience with database systems and photo and multimedia editing
- High standard working knowledge of MS Office systems and of electronic databases and Web sites
- Database management.

OTHER COMPETENCIES

- Service-oriented attitude with strong sense of purpose and drive to make a meaningful contribution to the COST mission
- Teamwork and persuasiveness
- Excellent organisational skills, continuous commitment to efficiency, accountability
- Good inter-personal skills and communication skills within a multi-national context, including diplomacy, discretion and confidentiality
- Demonstrated ability to balance multiple tasks and work well independently and collaboratively
- Flexibility and adaptability to the changing environment
- Positive, constructive, solution-oriented attitude
- Pragmatic, get it done attitude, initiative taking.

The COST Association offers

- A full-time contract under the Belgian law
- Start date: 14/02/2022
- A European working environment located in Brussels

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- Unless a national of the 'EU and EEE', candidates must be eligible to work in Belgium and must have a work permit

Electronic applications - motivation letter with possible start date mentioned + CV in English (and at least 2 recent reference letters in English by the 1st round of interviews) should be addressed to Barbara Bottiau and sent to job@cost.eu, mentioning the reference code DCO22 in the subject line. On the CV, the complete months and years of experience have to be mentioned (example: from 01/05/2014 until 24/09/2020).

Please note that the COST HR Team will only contact the candidates who are invited to the interview. No individual feedback will automatically be given to unsuccessful candidates.

The 1st round of interviews will take place via videoconference on 27th and 28th January 2022.

For more information, please visit our website: www.cost.eu

Deadline for application: 20/01/2022 included

All personal data provided by applicants will be dealt with in compliance with the General Data Protection Regulation (Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC). Details about how we handle your data for recruitment purposes are to be found [here](#).