

DIGITAL and CONTENT COMMUNICATION SPECIALIST

-  **Contract:** contract agent, FG IV
-  **Deadline:** 5 May 2025
-  **Location:** Turin, Italy
-  **Ref:** ETF/REC/25/01

Who we are

The European Training Foundation (ETF) is the EU agency that helps transition and developing countries harness the potential of their human capital through the reform of education, training, and labour market systems, in the context of EU external relations policies.

We support 28 countries bordering the EU to improve their vocational education and training systems, analyse skills needs, and develop their labour markets. By doing so, we help them to improve social cohesion and achieve more sustainable economic growth, which in turn benefits EU Member States and their citizens by improving economic relations.

We collaborate on a country-specific, as well as multi-country basis, building frameworks for continuity in policy and promoting the design of evidence-based policy and implementation. We frequently operate in uncertain and, at times, unstable contexts. Yet we are one of the few agencies called on by successive governments with changing policy priorities, because of our reputation for independent, high-quality work and positive engagement.

Are you looking for a career where you can make a real difference? Join us! We're a dynamic team of passionate professionals who are dedicated to promoting EU values and creating positive change.

Your role

We are looking for a candidate who shares our commitment to delivering impactful communications, who is motivated by working with many different colleagues across the agency and who want to join our lively community!

Working in the Strategic Communication team in the Directorate, the digital and content communication specialist contributes to the ETF's work by:

- developing, drafting and implementing digital content strategies aligned with and to support the ETF's communication goals
- creating, curating, and managing content across multiple platforms, including the ETF website and other channels, ensuring consistency in messaging, tone and branding
- optimising content for search engines, SEO, and ensuring accessibility and inclusivity standards are met
- overseeing the publishing workflow and ensuring quality control

- analysing digital engagement metrics to assess performance and refine content strategies
- providing expertise and guidance for traditional and digital storytelling and multimedia content production
- staying up to date with digital trends, tools, and emerging technologies to enhance the ETF's digital presence.

Experience, skills and values

We are looking for candidates, who have:

Professional experience

- four years of recent (within the past ten years) and relevant professional experience, as outlined in the section: “Your role”

Technical skills

- very good skills in content creation and management
- very good journalistic writing and editing skills
- solid understanding of SEO principles and content optimisation techniques
- good skills in content management systems
- good skills in social media platforms and analytical tools
- digital skills: use of Microsoft Office and online platforms for communication and meetings
- English: level C2 in all dimensions as per the CEFRL

Very good soft skills

- accuracy and attention to detail
- agility, adaptability and flexibility
- oral, including presentation, and written communication
- self-organisation

Assets

- appropriate degree or certificate such as journalism, communications or marketing

ETF values and expected behaviour

- accountability for own actions
- innovation and creativity
- integrity and respect
- service orientation
- working together

Your application

Your application must include, preferably in English:

- Cover letter: one page maximum, saved as “*Surname Name CL*”
- Curriculum vitae: in [Europass](#) format, saved as “*Surname Name CV*”

Submit your application through the ETF website by navigating to the “about us” and then “recruitment” sections. Ensure that you complete your submission by the closing date of 5 May 2025 at 23.59 (Turin time).

Important: Submit your application as early as possible. The ETF is not liable for delays caused by internet traffic, connectivity issues or other technical problems.

Only applications that are complete, properly named, submitted online through the ETF website, and within the deadline will be considered.

Selection process

Board

A board is appointed by the ETF Director. Its composition is published on the ETF website together with the vacancy notice.

The board’s work and deliberations are strictly confidential. Contact with board members is prohibited and may result in disqualification.

Five consecutive phases

Phase 1 – Screening of applications against eligibility criteria

To be considered eligible, you must satisfy the following criteria on the closing date for the submission of the applications:

- 1 Nationality: Be a national of an EU Member State
- 2 Citizen rights: Enjoy full rights as a citizen
- 3 Military service: Have fulfilled any mandatory military service requirements
- 4 Physical fitness: Be physically fit to perform the duties linked to the post
- 5 Education:

Have a level of education which corresponds to completed university studies of at least three years attested by a diploma

Only diplomas that have been awarded in EU Member States or that are the subject of equivalence certificates issued by the authorities in the said Member States shall be taken into consideration.
- 6 Language skills: Have a thorough knowledge (CEFRL level C1 in all dimensions) of one of the languages of the Union and have a satisfactory knowledge (CEFRL level B2 in all dimensions) of another language of the Union, to the extent necessary for the performance of the duties.

Applications meeting all formal requirements under the “Your application” and eligibility criteria sections move to the next phase. Documents proving eligibility will be requested to selected

candidates and assessed before employment. Please refer to the section “Your employment and benefits” for further information.

Phase 2 – Short-listing of applications: selection for interviews and written tests

The board will assess the applications based on professional experience, skills, assets and values. Please refer to the section “Experience, skills and values”. The most appropriate candidates (around six) will be invited to an interview and written tests. Only short-listed candidates will be contacted by the selection team. This is expected to take place in [May 2025](#).

Phase 3 – Interviews and written tests

The board will assess the candidates’ professional experience, skills, assets and values required for the position and for Contract Agents of the EU through an interview and written tests. At least one part of the tests will be evaluated anonymously. The interviews and written tests will be held primarily in English and will be organised remotely.

Upon completion of this phase, the board will make a proposal for the appointment of the most suitable candidate in terms of professional experience, skills and values. Should more than one candidate be considered suitable, the board may propose a list.

Suitable candidates shall have reached at least:

- 70% of the points allocated to soft skills and values, and
- 70% of the points allocated to professional experience and technical skills.

This phase is expected to take place within [the first half of June](#).

Phase 4 – Appointment

The ETF Director will appoint the most suitable candidate based on the board’s proposal. The successful candidate is expected to take up duties by [1 September 2025](#).

Phase 5 – Establishment of a reserve list

The Director may also decide to establish a reserve list of other suitable candidates. The list will be valid until 31 December 2026, with possible extensions. Inclusion in the list does not guarantee a job offer.

When a position is available, the Director and/or relevant manager(s) may meet candidates from the reserve list to assess whether the candidate’s profile matches the ETF’s needs for the position.

Your employment and benefits

If a contract of employment is offered, the ETF will be bound only when the candidate, prior to the contract signature, has:

- provided proof that they meet all the eligibility criteria. They must:
 - provide original or certified copies of all relevant documents, including a clean police record
 - undergo a medical examination that establishes they are physically fit to perform the duties
- informed the ETF of any actual or potential conflict of interest, confirming no personal interest that would impair their independence.

Contract of employment

Contract agent contracts are in accordance with article 3(a) of the Conditions of Employment of Other Servants (CEOS) of the European Union. Under this type of contract, the employee is bound by the CEOS as well as the relevant Implementing Rules.

The duration of contract(s) offered may vary according to ETF needs. It may be renewable. It is subject to a probation period of nine months.

Remuneration

The typical salary for a single employee, with four years of relevant professional experience: circa 3,150 net/month; or for an employee, with four years of relevant professional experience, expatriation allowance and one dependent child: circa € 4.490 net/month.

Continuity of employment between EU agencies

Should the successful candidate currently hold a Contract Agent 3(a) contract, s/he may qualify for mobility under the terms of the CEOS and relevant Implementing Rules.

Cooperation among EU Agencies

To promote collaboration among EU agencies, the ETF may share the reserve list with other EU agencies. Prior to sharing, the ETF will obtain consent from each candidate on the reserve list to share their application. The ETF will also inform each candidate which agency or agencies will receive their data.

Our Agency

At the ETF, we celebrate [diversity and inclusion](#), and you'll work in a dynamic, multicultural environment where you can interact with people from all over Europe and beyond. With staff members representing over 25 different nationalities, we're committed to creating an inclusive workplace where everyone feels valued, respected, and supported. We believe that no matter your gender, age, race, religion, sexual orientation, identity, or disability, [you have something unique](#) to offer our team.

Our [collaborative approach](#) means that you'll work in teams with both internal and external stakeholders, bringing your experience to the table and counting on mutual support. We're dedicated to integrity and accountability, and we promote innovation and creativity by exploring new ideas, concepts, and trends.

We're committed to helping you [unleash your full potential](#). Our learning and development programmes are designed to help you grow both personally and professionally, with a range of opportunities to develop your skills and take on new challenges. From induction programmes to language courses, technical and soft skills training, and e-learning, we offer a variety of learning opportunities to suit your needs and schedule.

At the ETF, we understand the importance of [work-life balance](#). We offer flexible working arrangements, including remote work and part-time options, so you can manage your professional and personal commitments.

Our location in Turin offers an array of [cultural and entertainment opportunities](#), from art galleries and restaurants to opera houses and parks. Plus, with the Alps and the Mediterranean just a stone's throw away, you'll have plenty of options for [exciting weekend getaways](#).

Additional information

The ETF is committed to accommodating the needs of applicants and selected candidates who may need reasonable adjustments. If you have a disability, please inform us at recruitment@etf.europa.eu and specify the arrangements or adjustments you may need to participate equally in the selection procedure. We may ask you to provide a certificate or a note from the competent authority (e.g. a medical certificate) confirming your condition.

Documents provided during the selection procedure will not be returned to candidates but kept on file at the ETF for as long as necessary and then destroyed.

EU legislation on personal data protection and confidentiality applies. More information is available in the [privacy statement](#) on our website.

Candidates who consider that their interests have been prejudiced by any decision related to the procedure can lodge a complaint following the instructions available on the [ETF website](#).