



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND

EUROPEAN TERRITORIAL COOPERATION

CENTRAL EUROPE PROGRAMME

VACANCY IN THE JOINT TECHNICAL SECRETARIAT

Head of Communication Unit

*Recruitment Package*

## GENERAL DESCRIPTION OF THE CENTRAL EUROPE PROGRAMME

The CENTRAL EUROPE programme is part of European Territorial Cooperation 2007-2013, a policy framework that supports cooperation between regions in the European Union. CENTRAL EUROPE promotes economic, environmental and social development in Central Europe.

The CENTRAL EUROPE programme supports cooperation projects between regions that promote economic, environmental and social development by elaborating joint solutions and preparing infrastructure investments in the fields of Innovation, Accessibility, Environment and Competitiveness and Attractiveness of Cities and Regions. It is financed by the European Regional Development Fund (ERDF).

The programme makes €246 million available to support projects involving cooperation between national, regional and local actors in the period 2007-2013. The programme serves regions from Austria, the Czech Republic, Germany, Hungary, Italy, Poland, the Slovak Republic and Slovenia.

The programme should, hence, play a considerable role in strengthening the development efforts of these countries and their regions, while contributing to an integrated development of the entire programme area by promoting trans-national cooperation projects with mutual benefit, tangible outputs and concrete results.

Target groups are regional, local and national authorities, development agencies, universities and research institutes, chambers of commerce, innovation centres and private actors in the field of innovation, economic development, infrastructure and environment.

## CENTRAL EUROPE MANAGEMENT STRUCTURE

The CENTRAL EUROPE Programme has the following management structure:

### ❖ **Monitoring Committee**

Composed of representatives of the Member States of the programme, the Monitoring Committee supervises and ensures the quality and effectiveness of programme implementation and approves projects for funding.

### ❖ **Managing Authority**

The Managing Authority is responsible for management and implementation of the programme in accordance with the principle of sound financial management and in line with EU regulations for the management of EU funds.

### ❖ **Certifying Authority**

The Certifying Authority ensures that expenditures comply with European and national rules, and it is responsible for payments to the Lead Partners.

### ❖ **Audit Authority**

The Audit Authority ensures that audits are carried out according to internationally accepted audit standards, in order to verify the effective functioning of the management and control system of the programme and the eligibility of the expenditure declared to the Commission.

### ❖ **Joint Technical Secretariat**

The Joint Technical Secretariat assists the Managing Authority, the Monitoring Committee and, where appropriate, the Audit Authority in programme management, and it provides guidance to project partners and applicants.

### ❖ **Network of Contact Points**

Member States participating in the CENTRAL EUROPE programme establish Contact Points (CPs) representing the programme in their countries. Coordinated by the Joint Technical Secretariat (JTS), these points aim to complement the activities of the JTS by providing applicants with first information and advice, and by contributing to the dissemination of results achieved.

## Role of the CENTRAL EUROPE Joint Technical Secretariat

In accordance with Article 14 of the Regulation EC No 1080/2006, the Managing Authority (MA) has set up a Joint Technical Secretariat (JTS) based in Vienna.

Generally speaking, the services provided by the JTS comprise the administrative support of the Department for EU-Strategy and Economic Development of the City of Vienna acting as MA of the CENTRAL EUROPE Programme for the programming period 2007-2013 and the closing period of funding until 2015. Additionally, the JTS will also assist the Monitoring Committee and, where appropriate, the Audit Authority in carrying out their respective duties.

In particular, the JTS undertakes the day-to-day implementation of the programme and namely it:

- Supports the Managing Authority and the Audit Authority in fulfilling their tasks for implementation of the programme;
- Organizes and coordinates calls for proposals, prepares an Application Pack, standardized forms and contracts for the purpose of assisting/guiding potential project applicants;
- Assists in the preparation of strategic papers for targeted calls to be submitted to the Monitoring Committee for discussion and approval;
- Receives submitted applications, ensures that projects are assessed in accordance with the criteria applicable to the programme along defined eligibility and selection criteria;
- Assists/guides the Lead Partners during project development and implementation;
- Receives progress reports submitted by the Lead Partners, monitors progress made by the projects; administers and updates the monitoring database;
- Coordinates and implements the Technical Assistance activities approved by the Monitoring Committee;
- Assists the Managing Authority to ensure compliance with the information and publicity requirements laid down in Article 69 of the Regulation EC No 1083/2006 and develops the communication and capitalization plan that will be approved by the Monitoring Committee together with the Managing Authority;
- Implements the communication and capitalization plan in cooperation with the Contact Points;
- Coordinates the network of Contact Points and cooperates with them with regards to joint efforts, including the scheduling/content of transnational activities according to the communication and capitalization plan and the implementation of the annual work plan of Contact Points;
- Coordinates the network of financial controllers comprising controllers designated according to Article 16 of the ERDF regulation ('First level control bodies') and supports the Group of Auditors.

The JTS also ensures the close co-operation with the bodies competent for programme implementation, the European Commission, other European Territorial Cooperation

programmes as well as with organizations, institutions and networks relevant for the objectives of the CENTRAL EUROPE Programme<sup>1</sup>.

The working language is English.

The JTS CENTRAL EUROPE is currently looking for candidates to fill the following job position:

- Head of Communication Unit

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<sup>1</sup> Detailed information on the JTS tasks are provided in the CENTRAL EUROPE Operational Programme available at [www.central2013.eu](http://www.central2013.eu)

## DESCRIPTION OF THE OPEN POSITION

### Head of Communication Unit

#### Main duties and responsibilities

The selected candidate will perform the following tasks:

#### Programme Communication management

- Support the Head of Office in the elaboration of strategies for the Programme promotion including the capitalisation of results and knowledge management
- Coordinate the Communication Unit and works in close contacts with the Evaluation & Monitoring Unit as far as the knowledge management is concerned
- Initiate and maintain relations at all levels with CENTRAL EUROPE area national and regional institutions as well as EU institutions and other relevant actors in the Programme area
- Build and maintain successful relationships with print, broadcast and online media to help increase the awareness of CENTRAL EUROPE and its projects
- Develop, draft and implement the annual communication plan
- Implement the publicity and promotion strategy
- Develop programme publications (newsletter, call for proposals, programme flyers, project books etc)
- Define, develop and update the programme website
- Develop and implement event concepts and contents and prepare their follow-up
- Write press releases and feature articles, organize press briefings, promotional events and seminars, also in cooperation with the Contact Points
- Chair and moderate conferences, workshops, give presentations
- Draft terms of reference, supervise external service providers for communication services
- Manage communication budget

#### Guidance to Applicants and project partners

- Provide information and advice to applicants and handle information requests
- Guide project Lead Partners and Partners about project communication issues
- Organize communication trainings for project Lead Partners

## Project communication monitoring

- Develop communication manual for projects
- Monitor, in cooperation with the Evaluation & Monitoring Unit, projects' web site and their communication outputs
- Collect, synthesize and communicate project and programme achievements as well as good practice in cooperation with the Evaluation & Monitoring Unit

## Support to JTS coordination and management

- Participate in MC meetings
- Contribute to the elaboration of relevant documents (e.g.: Annual Report)

## Selection criteria

The Head of Communication Unit will be appointed on the basis of personal merit, in-depth knowledge of programme and project communication management.

He/She will provide communications inputs and services in all relevant JTS Units and he/she will coordinate the dissemination of project results to various audiences. Therefore, candidates will be considered for the selection phase on the basis of the following formal criteria to be fulfilled for applications.

## Candidates must

- Hold a university degree in relevant discipline(s) (e.g.: public relations, EU affairs/policy) or professional equivalent experience
- Have at least 5 years of postgraduate professional experience, of which at least 4 years acquired in transnational, interregional or other relevant funding programmes covering the most relevant aspects of programme communication (e.g.: implementation programme communication strategy, promotion of programme achievements, elaboration of events concepts etc.)
- excellent knowledge of English British language (verbal and written) and knowledge of another language of the CENTRAL EUROPE Programme; knowledge of the German language could be of advantage
- Be a national of a Member State of the European Union

## Evaluation criteria

- International expertise, with possible regional expertise

- Good knowledge of the EU institutions, their functioning and interaction as well as EU policies European legislation in particular the EU Structural Funds policy and procedures + communication regulations
- Well developed diplomatic skills and understanding of the EU context within which CENTRAL EUROPE operates
- Strategic view on how to best develop CENTRAL EUROPE communication activities
- Evidence of in-depth knowledge and proven experience in matters concerning communication
- Capacity in implementing new approaches to communication/dissemination using modern multimedia tools
- Be an excellent editor and be competent in proof-reading, writing press releases, presentation, overseeing the production of publications
- Capacity in translating complex technical issues into clear messages for different audiences
- Personal characteristics such as creativity, flexibility, communication skills, co-operative working approach, strong analytical and conceptual approach; team player, ambition to work in an international environment
- Excellent managerial skills including planning and budgetary issues
- Strong interpersonal skills and ability to work well in a team
- Experience in coordinating small teams in a national and/or international organisation
- Willingness to travel and work on a flexible time schedule
- Skills in computer literacy (word, power point, excel etc.) as well as desktop publishing and graphic design programmes

### **General conditions**

Applications from Countries of the CENTRAL EUROPE Programme area (Austria, The Czech Republic, Germany, Hungary, Italy, Poland, Slovakia and Slovenia) are encouraged.

## **IMPORTANT INFORMATION FOR CANDIDATES**

Candidates short-listed will be called for an interview on 24 or 25 July 2008 in Vienna. Inclusion in the short-list does not guarantee any appointment.

### **Confidentiality**

Candidates are reminded that the selection is confidential. All enquiries or requests for information or documentation in relation to the selection should be addressed to the address referred below. Candidates are asked to report any potential change of contact information in writing without delay.

### **Equal Opportunities**

Equal opportunities policy without distinction on the grounds of sex, racial or ethnic origin, religion or belief, disability age or sexual orientation will be applied.

### **Terms and Conditions for Employment**

- The working place will be Vienna (Austria)
- Working at the JTS should start in September 2008 and will last until 2011. The contract can be prolonged until 2015 at the longest, based on the results of internal performance evaluations. The employment is foreseen on a full-time basis (40 hours a week)
- The employment will be under Austrian law
- The annual salary will depend on professional background, experiences and responsibilities as well as on the existing salary for comparable positions inside the JTS.

## SUBMISSION OF APPLICATIONS

Interested individuals are invited to send their applications in English, including the filled-in Application Form, Curriculum Vitae (the CVs should preferably be drafted using the European CV format<sup>2</sup>) and a typed covering motivation letter. Supporting documents might be requested on demand.

The Application Form can be downloaded from the CENTRAL EUROPE web page at <http://www.central2013.eu/top-menu/jobs.html>. On the web page you can also find more information on the CENTRAL EUROPE Programme.

The applications are to be sent preferably by e-mail but can also be faxed or delivered to the CENTRAL EUROPE Managing Authority:

City of Vienna  
Department for EU-Strategy and Economic Development (MA 27)  
Schlesinger Platz 2  
1080 Vienna, Austria  
Fax: +43 1 4000 7215  
email: [post@ma27.wien.gv.at](mailto:post@ma27.wien.gv.at)

In the subject of the correspondence please quote "CENTRAL EUROPE JTS job application 2008" and the position to be filled (i.e.: Head of Communication).

**The deadline for receipt of applications is 14 July 2008.  
Interviews will take place in Vienna on 24 or 25 July 2008.**

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<sup>2</sup> The European CV can be downloaded from the website <http://europass.cedefop.europa.eu/htm/index.htm>