



Election Assessment Mission to the 2024 European Parliament Elections

Terms of Reference Press Officer

Background

[Election-Watch.EU](https://election-watch.eu) is an independent, non-partisan European network of experienced international election observers and experts across the 27 EU Member States (MS). Election-Watch.EU is deploying a team to conduct an Election Assessment Mission covering all 27 EU MS during the upcoming June 2024 European Parliament elections. The mission aims to observe, evaluate, and report on the electoral process, ensuring transparency and adherence to democratic principles. To support effective communication and media engagement throughout the mission, Election-Watch.EU seeks a qualified Press Officer with expertise in election observation and media relations.

Position Overview

The Press Officer will be responsible for managing all aspects of media relations and communication during the EAM. This includes preparing and organising press conferences, maintaining media contacts in Brussels, scheduling interviews, and ensuring accurate and timely dissemination of information to the press and public, including through the social networks.

Duties and Responsibilities

a. Prepare and Organise Press Conference:

- Develop press conference agenda, presentations, and talking points in coordination with mission leadership.
- Coordinate logistical arrangements for the press conference, including venue booking, equipment setup, and media invitations.

b. Maintain Media Contacts in Brussels:

- Cultivate and maintain relationships with journalists, media outlets, and relevant stakeholders in Brussels.
- Monitor media coverage related to the European Parliament elections and the mission's activities.
- Respond promptly to media inquiries, requests for information, and interview opportunities.

c. Schedule and Facilitate Interviews:

- Identify key media outlets and journalists for interviews, briefings, and background discussions.
- Coordinate interview schedules for mission leadership and experts, ensuring maximum visibility and engagement.
- Provide briefing materials and logistical support to mission members participating in interviews.

d. Support Communication Strategy:

- Assist in developing a comprehensive communication strategy aligned with mission objectives.
- Contribute to the creation of press releases, statements, and other communication materials.
- Monitor social media channels and assist in managing the mission's online presence.

e. Social Media Management:

- Maintain Election-Watch.EU social media channels, including LinkedIn and Facebook, by posting regular updates, engaging with followers, and sharing relevant content.
- Develop and implement strategies to enhance the visibility and reach of Election-Watch.EU on Instagram, including creating visually appealing posts and stories.



- Explore the potential of TikTok as a platform for reaching new audiences and raising awareness about the mission's activities, and establish and manage an official Election-Watch.EU TikTok account.

f. Election Observation Expertise:

- Utilize expertise in election observation to provide context, analysis, and insights to media representatives.
- Ensure that all media communications adhere to Election-Watch.EU's principles of impartiality, accuracy, and transparency.
- Serve as a spokesperson for the mission when necessary, representing its views and findings accurately and professionally.

Qualifications and Experience

- Bachelor's degree in communications, journalism, international relations, political science, or a related field.
- Proven experience in media relations, press office operations, or public relations, preferably in connection with elections or in the context of election observation missions.
- Strong understanding of European politics, electoral processes, and institutions, particularly the European Parliament.
- Excellent written and verbal communication skills in English. Knowledge of other European languages is an asset.
- Ability to work effectively in a multicultural and multidisciplinary team, demonstrating flexibility, diplomacy, and professionalism.
- Familiarity with standard office software, media monitoring tools, and social media platforms.

Duration and Reporting

- The Press Officer will be engaged on a part-time and short-term basis from 15 May to 11 June 2024, to coincide with the EAM.
- The Press Officer will report to the Mission Team Leader or designated supervisor, providing regular updates on media activities, challenges, and outcomes.

Application Process

- Interested candidates should submit a CV, cover letter, and at least two professional references latest by 10 May, however, earlier applications are encouraged as the position is to be filled as soon as possible.
- Shortlisted candidates may be invited for an interview or further assessment.

Remuneration

- Compensation for the Press Officer position will be commensurate with qualifications and experience, in accordance with Election-Watch.EU's standard remuneration policies for short-term assignments. As most of the work of Election-Watch.EU is based on pro bono contributions Election-Watch.EU foresees the payment of a lump sum for this assignment.

Contact Information

- Regarding inquiries or further information please contact office@election-watch.eu but keep in mind that the team of Election-Watch.EU is not in a position to respond to all inquiries and encourages you to submit your application as soon as possible.