

## **Traineeship Programme 2020 - 2021**

### **Communications and Events Unit**

#### **(COMMS)**

#### **Description of the Unit**

##### *What the Unit does*

The Communications & Events Unit is responsible for fostering new narratives on rights by developing effective communication strategies that combine messages on fundamental rights principles with arguments about their relevance. Through its communications, the Unit aims to build strong support for fundamental rights in today's societies of the European Union, raise awareness on fundamental rights among rights holders and influence change leaders.

The Unit ensures that FRA activities and outputs are effectively communicated through online and print media, and events to policymakers at EU and Member State level, other key actors, as well as the media and the public at large. It undertakes a broad range of communication activities, including:

- the content aspects of online (e.g. web and social media) and print communication, including the Agency's annual Fundamental Rights Report;
- media relations and media monitoring;
- editing, and layout and print production of the Agency's multi-language deliverables;
- developing and producing visual material to communicate the Agency's research findings;
- coordinating and checking translations of FRA deliverables;
- speech writing support for the Director;
- organising FRA conferences (e.g. EU Presidency conferences), meetings and other events.

The Unit's work is project based, with the Unit being responsible for all stages of project development and implementation, including the Agency's annual Fundamental Rights Report, as well as the production and dissemination of FRA output online and offline. Communication activities are carried out through the Agency-wide 'Communicating Rights Programme', as outlined below.

### *Who we are looking for*

The Unit's communication activities build on the specific needs of the Agency's projects, as outlined in its Annual Work Programme and the FRA calendar of products. The Unit is composed of experts who cover the broad spectrum of its communication activities (e.g. media and web experts, editors, translators, event coordinators) with a background in social and political sciences, law, journalism and communications. To this end, we are looking to recruit trainees with diverse skillsets and areas of expertise with respect to the outlined activities.

The Communications & Events Unit is responsible for the Agency-wide 'Communicating Rights' Programme.

The programme is guided from within the Communications and Events Unit. It draws on relevant expertise from across the Agency to deliver targeted and timely communications on FRA's thematic commitments, as outlined in its [Multi-annual Framework 2018-2022](#).

The programme frames fundamental/human rights conversations and communications, and develops human rights narratives relevant and usable to a wide array of actors. It 'puts the dots together', by pulling different results from FRA data and findings together, both from earlier years and [products scheduled for publication in 2019](#).

It further seeks to develop FRA's Human Rights Communicators' Network, going beyond the human rights circles to include change actors and influencers.

In its communication activities, the programme sets out to implement and mainstream the '10 keys to effectively communicating human rights'.

At present, the programme covers the four communication priorities for 2019:

- Antisemitism
- Severe labour exploitation of migrant workers
- Migration narratives
- 10-year anniversary of the Charter of Fundamental Rights of the European Union

In addition, the Communications & Events Unit is responsible for the timely implementation of the products scheduled for publication in 2019 and its related events, online and media activities.

### **Which tasks are expected in this unit?**

- Supporting the development of Unit-related products, including FRA's annual Fundamental Rights Report

- Supporting the editing and production of a wide variety of FRA’s multi-language products, from media statements to reports, summaries and legal handbooks, including statistical data, quantitative and qualitative analyses
- Maintaining and further developing FRA’s media relations (incl. press briefings and media events) and media monitoring
- Supporting FRA’s social media activities, including composing such posts text-wise and visually
- Contributing to develop visual material (e.g. pictures, infographics and videos) to communicate FRA’s research findings
- Supporting the web team in updating and maintaining FRA’s internet presence
- Contributing to the organisation of FRA meetings and events, including the servicing of the relevant mailboxes
- Supporting the dissemination of FRA products in-house and to events