



EUROPEAN COMMISSION

Job Description Form

Job description version 1 (*Approved*)
Job no. 516921 in *INTPA.A.DEL.Kenya*
Valid from 01/09/2026

Job Holder

Job Profile

Position

CONTRACT AGENT FGIV

Job title

Programme Officer - Communication Campaigns

Domains

Generic domain

INTERNATIONAL PARTNERSHIPS

Intermediate domain

EXTERNAL COMMUNICATION (general)

Specific domain

CAMPAIGNS

Sensitive job

No

Overall purpose

Under the supervision of the Team Leader – Strategic Communication in the Regional Partnerships Unit, in collaboration with INTPA Headquarters (HQ), lead the design, implementation, and evaluation of data-driven communication campaigns in support of the EU's external action priorities under NDICI-Global Europe. Managing the work of external agencies, ensure that the Reinforced Delegation's communication efforts under INTPA's responsibility align audience priorities and the EU's political priorities and investments in the region and countries covered. Ensure these campaigns measurably increase the awareness and perception of the European Union as a relevant partner that delivers tangible benefits to people in partner countries as the long-term objective. Promote a Team Europe approach to cooperation with Member States, their agencies and national development banks, export credit agencies and business and private sector organisations as well as European financial institutions.

Functions and duties

+ COMMUNICATION and PUBLICATION

- Lead the design, implementation, and evaluation of strategic communication campaigns in line with the EU priorities in the partner countries covered by the Reinforced Delegation.
- Apply a data-driven approach to communication, ensuring the integration of insights from audience research, perception surveys, and performance metrics to inform strategy and execution.
- Supervise the creation of context and audience-specific campaigns content.
- Plan and implement the conception and production of content (articles, films, social media post etc) as required.

+ PROJECT MANAGEMENT

- Draft Terms of Reference (ToRs) and lead procurement, contracting, and supervision of communication service providers. Manage day-to-day relations with the service providers selected during the implementation of the communication actions concerned.
- Monitor operational and financial implementation and reporting on an ongoing basis.
- Manage contractor performance to ensure quality, value for money, and results-based delivery.
- Oversee budget execution and financial monitoring of campaigns activities.

+ POLICY COORDINATION

- Advise Programme Officers on Communication & Visibility (C&V) compliance requirements.
- Manage coordination with external agencies and internal stakeholders. Act as the Delegation focal point for INTPA HQ on campaigns design, planning and execution.
- Liaise with Team Europe actors and other campaigns partners as required.
- Participate in the programming process for strategic communication and in general ensure coordination amongst EU funding instruments and Member States on coherent and efficient communication and visibility for EU actions.

+ EVALUATION and QUALITY MANAGEMENT

- Define and track campaigns KPIs including reach, recall, engagement, sentiment, and ROI.
- Supervise evaluations, perception surveys, and campaigns reporting.
- Report on strategic communication activities in line with INTPA requirements. à la production de publications.
- In line with administrative rules and guidance of the Commission, ensure that all official documents are registered, filed and stored in the appropriate systems (Ares, CRIS, Opsys or any relevant database) and can be found easily.

Job requirements

Experience"

+ COMMUNICATION and PUBLICATION, EXTERNAL COMMUNICATION (general), INTERNATIONAL RELATIONS (generic), CAMPAIGNS

Job-Related experience: at least 5 years

Qualifier: essential

Minimum 5 years' experience in strategic communication, political campaigns, or international public relations. Proven experience managing contractors / creative agencies. Non-EU languages depending on place of employment (an asset).

Languages

	Listening	Reading	Spoken interaction	Spoken production	Writing
English	C1	C1	C1	C1	C1

	Listening	Reading	Spoken interaction	Spoken production	Writing
French	C1	C1	C1	C1	C1

Knowledge

- *PROGRAM / PROCESS / PROJECT MANAGEMENT*
- *COMMUNICATION and PUBLICATION*
 - *CAMPAIGNS*
- *INFORMATION and COMMUNICATION TECHNOLOGIES*
- *REPRESENTATION and NEGOTIATION*
- *JUSTICE and HUMAN/CIVIL RIGHTS*
 - *ETHICS and EQUALITY*
- *INTERNATIONAL RELATIONS (generic)*
 - *EXTERNAL RELATIONS*
 - *INTERNATIONAL PARTNERSHIPS*

Competences

- *Analysing and Problem Solving*
 - *Ability to conceptualise problems, identify and implement solutions*
 - *Creativity*
 - *Inquiring mind*
- *Communicating*
 - *Ability to understand and be understood*
 - *Capacity to communicate technical or specialised information*
 - *Capacity to present issues to an audience*
 - *Drafting skills*
- *Delivering Quality and Results*
 - *Ability to identify user's needs*
 - *Accountability*
 - *Client orientation*
 - *Quality & process management abilities*
- *Learning and Development*
 - *Flexibility (openness towards new demands, etc.)*
- *Prioritising and Organising*
 - *Coordination skills*
- *Resilience*
- *Working with Others*
 - *Sociability skills*

Job Environment

Organisational entity

Presentation of the entity:

Job related issues

- ☐ Atypical working hours
- ☐ Specialised Job

Missions

- ☐ Frequent, i.e. 2 or more missions / month
- ☐ Long duration, i.e. missions lasting more than a week

Comments:

After taking his/ her duties, the selected candidate will have to undertake the Hostile Environment Awareness Training (HEAT) to be allowed to go on mission in certain parts of the country.

Workplace, health & safety related issues

- ☐ Noisy environment
- ☐ Physical effort / materials handling
- ☐ Work with chemicals / biological materials
- ☐ Radioprotection area
- ☐ Use of personal protective equipment
- ☐ Other

Comments:**Other****Comments:**

The team ensures strategic alignment of communication efforts under INTPA's responsibility to reflect the EU's priorities in the partner countries. It drives the design, implementation, and evaluation of strategic and impactful communication campaigns. The team engages with INTPA HQ and other stakeholders to align communications with strategic goals and coordinates internal and external resources for maximizing the EU's visibility and perception in partner countries.