

## **Traineeship Programme 2021 - 2022**

### **Communications and Events Unit**

#### **(COMMS)**

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

##### *What the Unit does*

The Communications & Events Unit is responsible for creating and fostering human rights narratives. It develops communication strategies that combine messages on rights-based 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 its online channels 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:

- content creation for its online presence (e.g. web and social media) and print communication, including the Agency's annual Fundamental Rights Report;
- developing and producing visual and audio-visual material to communicate the Agency's research findings;
- media relations and media monitoring;
- editing, and layout and print production of the Agency's multi-language deliverables;
- coordinating and checking translations of FRA deliverables;
- speech writing support for the Director;
- organising FRA events – virtual and hybrid – such as the Fundamental Rights Forum 2021, Fundamental Rights Dialogues and two EU Presidency conferences.

The Unit's work is project based, with the Unit being responsible for all stages of project development and implementation, including the Fundamental Rights Forum and 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 horizontal 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 2021-2023](#) 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 manages the Agency-wide Communicating Rights Programme.

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

The programme frames 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 2021](#).

It seeks to further develop FRA's Human Rights Communicators' Network, an online group of experts in communication working in the human rights field. The network has more than 320 members. FRA is guiding the network via Facebook: [Human Rights Communicators Network](#).

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 2021:

1. Fundamental rights in the digital age
2. Crime, including hate crime, safety and victims' rights
3. A 'union of equality'
4. Promoting human rights protection systems

The Communications & Events Unit is responsible for the timely implementation of the products scheduled for publication in 2021 and its related events, notably the [Fundamental Rights Forum 2021](#).

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

- Supporting the development and implementation of Unit-related products, including FRA's Fundamental Rights Forum 2021 and annual Fundamental Rights Report
- Supporting FRA's social media activities, including composing such posts text-wise and visually

- Contributing to develop visual and audio-visual material (e.g. pictures, infographics, podcasts and videos) to communicate FRA's research findings
- Supporting the web team in updating and maintaining FRA's internet presence
- 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
- 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