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Multimedia Head, NATOChannel-180496

Primary Location Belgium-Brussels

NATO Body NATO International Staff (NATO IS)

Schedule Full-time

Salary (Pay Basis) : 5,365.51Euro (EUR) Monthly

Grade A.2/A.3

Description:

Are you an experienced multimedia professional who is passionate about security and defence? NATO is looking for a Multimedia Head to lead its dynamic team of visual storytellers.

A vital part of our greater public diplomacy efforts, our two-tiered digital operation comprises content and platform teams that leverage existing and emergent technologies to make an impact on our target audiences.

The multimedia arm of our content team is a primary tool for bringing the story of the Alliance to the world through our digital ecosystem and beyond. The role of the Multimedia Head is to implement the multimedia strategy as part of NATO's multi-channel approach to visual storytelling, a critical vector for achieving the Alliance's communications objectives.

If you are creative and structured, a visionary with a keen political eye – and have both technical know-how and diplomacy skills – we look forward to your application.

1. SUMMARY

NATO's public diplomacy efforts serve a vital function within the Alliance by communicating its purpose and priorities to audiences worldwide. In fulfilling this role, the Public Diplomacy Division (PDD) actively strengthens NATO's public image, thereby fostering awareness and understanding of NATO's policies and activities, and ultimately enhances trust in and support for the Alliance.

NATOChannel is a component of the Communications Services Section, which sits within PDD. The Section leverages existing and emergent technologies to empower PDD to use owned and earned platforms and channels to make an impact on its target audiences. It is a two-tiered digital operation that tells the story of NATO. It includes the strategic planning, storytelling and marketing expertise of its content team, which comprises web, multimedia, social media and project management staff. Its platforms team manages NATO's communications infrastructure, including radio and TV facilities, and platforms such as content management systems, including the digital asset management solution and

the NATO website.

NATOChannel is the multimedia arm of the content team, a primary tool for bringing the story of the Alliance to the world through our digital ecosystem and beyond.

The role of the Multimedia Head is to implement the multimedia strategy as part of PDD's multi-channel approach to visual storytelling, a critical vector for achieving the Alliance's communications objectives.

Functional responsibilities include:

1. Working closely with contacts NATO-wide, including across military commands and agencies, to plan, assist and provide input about viability of topics and opportunities for their development.
2. Commissioning multimedia products that are novel and engaging, and in line with the content strategy, channel strategy, NATO messaging and administrative requirements.
3. In close collaboration with channel and platform managers, planning and steering the production of professional quality products (e.g. b-roll, voiced/edited video packages, animation, photos and photo features, microcontent) for NATO's owned platforms and channels and for distribution to professional media.
4. Managing the online NATOChannel team.
5. Acting as assignment manager for two teams of contract journalists operating in the field, including pitching and fielding pitches, coordinating work, briefing, and providing messaging and normative guidance.
6. Coordinating distribution of content to media outlets globally.
7. Overseeing evaluation of products to feed back into strategic planning and reporting.
8. Providing normative guidance for digital products to content creators Alliance-wide.

2. QUALIFICATIONS AND EXPERIENCE

ESSENTIAL

The incumbent must:

- possess a university degree in journalism, communications or related curriculum;
- have experience managing a small team;
- have a minimum of 5 years' experience developing professional multimedia content in a digital production environment, of which a minimum of 2 creating content for social media;
- demonstrate keen political awareness and knowledge of current events;
- demonstrate creativity and the ability to oversee content that will ride multimedia trends to advance the image and priorities of NATO;
- demonstrate solid understanding of story visualization and editorial judgment when servicing multiple distribution channels and international audiences;
- have expertise in non-linear editing software packages, in particular Adobe Premiere Pro and Avid Media Composer, and expertise in the formats of multimedia deliverables required in a 'digital first' shop;
- have experience dealing with external media crews and production companies;
- be willing to deploy to demanding environments and to work on event coverage outside normal working hours including at short notice, delivering content autonomously, under pressure of tight deadlines;
- be exceptionally organised and detail-oriented in terms of project and resource management;
- possess the following minimum levels of NATO's official languages (English/French): V ("Advanced") in one; I ("Beginner") in the other.

DESIRABLE

The following would be considered an advantage:

- knowledge of NATO's organisational structure, and affiliated organisations;
- experience working in an international environment;
- experience working in an agency environment;
- experience overseeing coverage of international events;
- experience localising content for segmented international audiences;
- experience with promotional and/or public awareness campaigns;
- experience overseeing coverage from inhospitable environments, including areas of conflict and post-conflict.

3. MAIN ACCOUNTABILITIES

Expertise Development

Advise on the proactive and regular acquisition of specialist knowledge and explore new techniques for enhancing multimedia production and communication technologies. Improve editorial processes and keep pace with evolving digital trends and platforms to increase product uptake. Ensure required pre-deployment training is maintained as valid.

Project Management

Ensure online NATOChannel projects are delivered on point and on time. Foresee requirements and identify pain points well ahead of anticipated need. Provide editorial and production guidance for approved projects to, e.g., external reporters, producers, photographers, camera operators and post-production teams. Oversee logistics including booking equipment and services; checking equipment; securing accreditation; and booking transportation and interviewees. Feed into PDD planning mechanisms to ensure cohesion.

People Management

Manage online NATOChannel staff and contract multimedia content producers to include planning workloads and staffing resources for the implementation of the multimedia strategy. Organise contract objectives, provide feedback and guidance to NATOChannel staff and contractors and handle contractual issues, when necessary. Undertake annual performance review and objective setting with direct reports.

Information Management

Initiate and advise on the lifetime planning of content, ensuring reporting mechanisms are updated. Oversee development of multimedia packages from concept to publication, ensuring strict version control. Ensure the full range of content is explored and executed to ensure maximum outreach potential. Oversee import of imagery and audio, as well as graphics and/or other elements, to non-linear editing software. Ensure approvals process is followed rigorously.

Stakeholder Management

Identify key colleagues as well as military/civilian authorities in the field who are kept informed of activities and developments on a constant basis. Maintain open communications with stakeholders of all levels to leverage necessary knowledge.

Knowledge Management

In a Microsoft Office environment, oversee the relevant paperwork for all products to a professional standard, for video including releases, scripting, shot list, time-codes, elements (text, graphic overlays, etc.), insertion points, voice-over duration (cumulatively and per shot), collaterals such as thumbnails and teasers, stills, microcontent, and for photo including captions and all necessary releases.

Compile and present on online NATOChannel activities using presentation software internally and externally at stakeholder meetings and conferences.

Perform any other related duty as assigned.

4. INTERRELATIONSHIPS

The incumbent reports to the Principal Editor, Communications Services, and manages the online NATOChannel staff. He/she works in close collaboration with other staff members of Communications Services. The incumbent will also liaise with other sections within the Division as required and with points of contact NATO-wide and beyond.

Direct reports: 3 internal staff

Indirect reports: N/A.

5. COMPETENCIES

The incumbent must demonstrate:

- Achievement: Works to meet standards;
- Analytical Thinking: Sees multiple relationships;
- Clarity and Accuracy: Checks own work;
- Conceptual Thinking: Applies learned concepts;
- Customer Service Orientation: Takes personal responsibility for correcting problems;
- Empathy: Is open to others' perspectives;
- Impact and Influence: Takes multiple actions to persuade;
- Initiative: Is decisive in a time-sensitive situation;
- Teamwork: Solicits inputs and encourages others.

6. CONTRACT:

Contract to be offered to the successful applicant (if non-seconded): Definite duration contract of three years; possibility of renewal for up to three years.

Contract clause applicable:

It has been decided that for technical reasons, turnover is required in this post, and therefore, the maximum period of service in this post is six years. Accordingly, the successful applicant will be offered a 3-year definite duration contract, which may be renewed for a further period of up to 3 years.

If the successful applicant is seconded from the national administration of one of NATO's member States, a 3-year definite duration contract will be offered, which may be renewed for a further period of up to 3 years subject also to the agreement of the national authority concerned.

Serving staff will be offered a contract in accordance with the NATO Civilian Personnel Régulations.

NOTE:

Irrespective of previous qualifications and experience, candidates for twin-graded posts will be appointed at the lower grade.

There are certain specific circumstances in which a serving staff member may be appointed directly to the higher grade. These are described in the IS directive on twin-graded posts.

Advancement to the higher grade is not automatic and at least a minimum period of 3 years' service (2 years for an A.1/A.2 post) is required before promotion to the higher grade can be considered.

7. RECRUITMENT PROCESS:

Please note that we can only accept applications from nationals of NATO member countries.

Applications must be submitted using e-recruitment system, as applicable:

- For NATO civilian staff members only: please apply via the internal recruitment portal (for more information, please contact your local Civilian HR Manager);
- For all other applications: www.nato.int/recruitment

Please note that the competition for this post is provisionally scheduled as follows:

Pre-selection testing : Between 27/8 - 10/9

Final selection on 8/10 - 9/10, in Brussels, Belgium.

Please note that at the time of the interviews, candidates will be asked to provide evidence of their education and professional experience as relevant for this vacancy.

Appointment will be subject to receipt of a security clearance (provided by the national Authorities of the selected candidate) and approval of the candidate's medical file by the NATO Medical Adviser.

More information about the recruitment process and conditions of employment, can be found at our website (<http://www.nato.int/cps/en/natolive/recruit-hq-e.htm>)

8. ADDITIONAL INFORMATION:

NATO as employer values diverse backgrounds and perspectives and is committed to recruiting and retaining a diverse and talented workforce. NATO welcomes applications of nationals from all Member States and strongly encourages women to apply.

Building Integrity is a key element of NATO's core tasks. As an employer, NATO values commitment to the principles of integrity, transparency and accountability in accordance with international norms and practices established for the defence and related security sector. Selected candidates are expected to be role models of integrity, and to promote good governance through ongoing efforts in their work.

Due to the broad interest in NATO and the large number of potential candidates, telephone or e-mail enquiries cannot be dealt with.

Applicants who are not successful in this competition may be offered an appointment to another post of a similar nature, albeit at the same or a lower grade, provided they meet the necessary requirements.

The nature of this position may require the staff member at times to be called upon to travel for work and/or to work outside normal office hours.

The organization offers several work-life policies including Teleworking and Flexible Working arrangements (Flexitime) subject to business requirements.

Please note that the International Staff at NATO Headquarters in Brussels, Belgium is a non-smoking environment.

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