

NOTIFICATION OF A CIVILIAN PERSONNEL VACANCY
AT JOINT FORCE COMMAND, POST-BOX 270, NL- 6440 AG BRUNSSUM

Our Requirement:

Title: Audience Researcher / Analyst

Grade: 15

Duty Location: Brunssum, The Netherlands

Requirement filling date: as soon as possible

Closing date for applications: 1 December 2024

Our organisation:

Joint Force Command Brunssum (JFCBS) provides a Joint headquarters to plan, prepare and conduct operations to support NATO's core tasks, at the Joint Operational level, as directed by Supreme Allied Commander Europe (SACEUR).

The Communication Directorate coordinates and synchronizes information activities and communications activities in support of Commander (COM) JFCBS missions and objectives.

The incumbent is responsible for leading in-depth analysis of Target Audiences, including demographic, psychographic and sociographic profiling to identify behavioral drivers and barriers.

The main duties of Audience Researcher (Analyst) are to:

- Design and implement research projects to gather insights on NATO's audiences.
- Utilize research findings to assist and guide in the development and implementation of tailored communications plans.
- Analyze research data, reaching logical and methodical reasoning to provide recommendations on how NATO can improve the effectiveness of Strategic Communications to reach selected audience segments.
- Segment and link audiences to assist and guide the development of Strategic Communications Effects within specific audiences.
- Conduct target audience analysis.
- Provide Cognitive analysis of target audiences, including Capability Opportunity and Motivation to drive Behavioral change.
- Develop and implement strategies to effectively engage with target audiences.
- Provide recommendations on how to improve messaging, targeting, and Strategic Communications Effects design.
- Support ACO's broader Information Environment Assessment capability development by advising on data integration into existing analysis processes.
- Analyse audience behavior to identify patterns and trends.
- Provide operational level briefs on designated aspects of the Information Environment, when required.
- Limited budget management authority for Polling/Focus Groups purposes

- If required, will support 24/7 IEA presence in the Joint All Domain Operations Centre (JADOC).

The employee may be required to perform a similar range of duties elsewhere within the organisation at the same grade without there being any change to the contract.

If required, the incumbent will support 24/7 IEA presence in the JADOC.

The incumbent may be required to undertake deployments in support of military operations and exercises, and/or TDY assignments, both within and without NATO boundaries. Such operational deployment may exceed 30 days duration up to 183 days in any period of 547 days, and may be on short notice. For NATO International Civilian Staff, acceptance of an employment contract linked to this post constitutes agreement to deploy in excess of 30 days if required.

Required Qualifications are:

- English – good – NATO Standard Language Proficiency 3333
(Listening, Speaking, Reading and Writing) in accordance with NATO standard agreement (STANAG) 6001
NOTE: The work both oral and written in this post and in this Headquarters as a whole is conducted mainly in English.
- University Degree or equivalent.
- Minimum 3 years professional experience in qualitative and quantitative data collection, processing and analysis.
- Professional experience in behavioral driven Audience research.
- Professional experience in collecting and analyzing polling and other statistical data for strategic insights on population perceptions/sentiment.
- Experience with relevant AI tools and their use in media analytics.
- Professional experience with marketing analysis stools.
- Experience with tuning Qualitative/Quantitative Analysis to assessment of information environment and impact on operations.
- Experience in large-scale audience research on behaviors leading to recommendations for production.

Desirable Qualifications are:

- Experience with Power BI applications.
- Experience working in NATO or in an international environment comprising military and civilian elements.
- Completion of for this position relevant courses / training.

The successful candidate possesses following personal attributes:

- ✓ Excellent communication skills, both oral and written - able to communicate at all levels;
- ✓ High level of interpersonal skills including tact and diplomacy;
- ✓ Managerial and organisational skill at advanced level;
- ✓ Very good problem solving skills;

✓ Analytical thinking

The successful selected candidate needs to complete a NATO medical examination and have a NATO security clearance before an employment offer will be released. The medical examination will take place with our medical consultant, is required to determine if the recommended candidate is fit to perform the duties, and is deployable to NATO's areas of operation.

Due date for receipt of applications: **Sunday 1 December 2024**

Candidates have to apply electronically in NATO Talent Acquisition Program:

<https://nato.taleo.net/careersection/2/jobsearch.ftl?lang=en>

Results will be communicated mid-December 2024; Test & Interviews for shortlisted candidates will be organised in Brunssum in second part of January 2025.

Please be aware that a Selection Board will only assess the information provided in the job submission form including the answers to the pre-screening questions (*Attachments are supporting documents and should not be referred to in the job submission*).

Only candidates meeting ALL essential required qualifications will be considered and be assessed in competition with other candidates.