



SUPREME HEADQUARTERS ALLIED POWERS EUROPE

TALEO Job Number: 250579

Vacancy Number: G71/24

Post Number: OSC UPXX 1040

Job Title: Digital Media Specialist (Middle East)

NATO Grade: G11

Basic Monthly Salary (12 x per year): 5,043.00€, tax free

Closing Date: Sunday 04 May 2025

POST CONTEXT/POST SUMMARY

Supreme Headquarters Allied Powers Europe (SHAPE) provides an integrated Strategic Effects framework, employing a multi-domain and multi-region focus to create a 360-degree approach, with the flexibility to enable, upon direction, a seamless transition from Baseline Activities and Current Operations (BACO) up to the Maximum Level of Effort (MLE). SHAPE supports the Supreme Allied Commander Europe (SACEUR) in fulfilling his terms of reference, as directed by the North Atlantic Council.

The Communication Directorate is responsible for Integrated and Strategic Communication direction and guidance, and provision of communication capabilities and information function, as they relate to Alliance operations, policy, exercises and defence planning during peace, crisis, and conflicts.

The Public Affairs Branch is responsible for public communication efforts within the HQ and for the development and co-ordination of Public Affairs messaging across Allied Command Operations (ACO).

The J10 Digital Media Specialist – Middle East will conduct analysis of the Middle East audiences to determine appropriate channels and approaches for communication products. This post will be expected to use social media and other digital means in both English and Arabic and/or Farsi to communicate NATO's objectives and inform and influence Arabic/Farsi-speaking audiences in specific regions.

PRINCIPAL DUTIES

The incumbent's duties are as follows:

1. Support the social media strategy for NATO StratCom outputs on the several platforms and analyses digital media engagement data to develop an understanding across a wide range of digital media platforms, using that understanding to both create new ways to

use existing platforms and expand the set of platforms used.

2. Analyze ACO social media outputs using quantitative and qualitative information (such as engagement data and measurements), developing reports for the Chief Public Affairs Officer (CPAO) and STRATCOM Director to best support NATO activities, missions, and issues of concern.
3. Craft compelling messages that align with NATO's narrative, addressing specific geopolitical issues while considering the Middle East perspective, and promoting NATO's objectives in a balanced manner.
4. Create and manage social media posts, graphics, videos, and other forms of content tailored for the Middle East audiences. This includes creating Arabic and/or Farsi-language content for different platforms, ensuring cultural relevance and appropriate tone.
5. Collaborate with NATO's psychological and information operations teams to develop synchronized campaigns across various platforms, contributing to NATO's messaging objectives.
6. Engage with English and Arabic and/or Farsi-speaking audiences across social media and ACO channels, responding to comments, questions, and direct messages in a timely, professional, and culturally sensitive manner.
7. Synchronize and align SHAPE queries with ACO Joint Force Commands (JFC) and Component Commands. Work closely with NATO experts in military, political, and cultural fields to ensure content is aligned with NATO's objectives and the broader geopolitical context.
8. Support J10 STRATCOM across NATO on social media issues: serving on working groups, and briefing leadership as required. Provide guidance to colleagues on effective communication strategies for engaging with Arabic and/or Farsi-speaking audiences, ensuring the cultural and political sensitivities are respected.
9. Support in developing social media Standard Operational Procedures, tactics techniques and protocols to share with JFC and Component Commands.
10. Undertake additional duties and assume other responsibilities as directed by the Chain Of Command.

SPECIAL REQUIREMENTS AND ADDITIONAL DUTIES

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 up to 180 days. The employee may be required to perform a similar range of duties elsewhere within the organization at the same grade without there being any change to the contract.

ESSENTIAL QUALIFICATIONS

A. Professional/Experience

1. At least 1 year of experience in composing and developing social media campaigns and policies for relevant social media audiences and demographics.

2. Experience in design and execution of social media strategies that effectively engage an Arabic and/or Farsi-speaking audience. This includes creating campaigns and compelling posts, visuals, and multimedia content. The candidate should also be adept at analyzing audience engagement metrics to refine strategies over time and ensure the content is impactful.
3. Experience in providing, sharing and briefing leadership with analysis of open source information as it pertains to the Middle East, including social media trends and emerging technologies.

B. Education/Training

University Degree in Marketing, Public Affairs, Digital publishing, Information science, Management information systems, Information technology or related discipline and 1 year post related experience, or Higher Secondary education and completed advanced vocational training in that discipline leading to a professional qualification or professional accreditation with 3 years post related experience.

C. Language

English - SLP 3333 - (Listening, Speaking, Reading and Writing)

DESIRABLE QUALIFICATIONS

A. Professional Experience

1. Fluency in Arabic and/or Farsi language, both written and spoken. Well-versed in the Middle East cultural references, a deep understanding of the Middle East culture, social norms, and current trends. This will enable to craft authentic and culturally relevant content for Arabic and/or Farsi-speaking audiences, ensuring that messaging resonates effectively.
2. Experience in developing, creating, and promoting multimedia products for social listening, social analytics and social engagement while managing the social media program of a brand/product.
3. Experience in leveraging AI tools for content creation, and social media monitoring and management.

B. Education/Training

C. Language

Arabic and/or Farsi SLP 2222 - (Listening, Speaking, Reading and Writing)

ATTRIBUTES/COMPETENCIES

1. Personal Attributes: The post requires a motivated, flexible, highly collaborative team player and effective communicator. The candidate should possess critical thinking and analytical skills, be able to address and convey complex problems simply; be open to new analytical and problem solving techniques; and possess public-speaking skills

and readiness to assist in the conduct/organization of briefs for a wide audience. The incumbent will need to display a high degree of professionalism, organisation, coordination and communication skills in the performance of their duties.

2. **Professional Contacts:** In order to accomplish the required duties, the incumbent must engage with a various range of Military and Civilian personnel within the NATO Command and Force Structures. This, along with different nations and entities, implies working with maturity, diplomacy and tact. The candidate must assure that the information collected and validated in meetings is shared with relevant personnel in order to enhance the overall effectiveness of the team. J10 Strategic Communications will increasingly be embedded in a wide network of committees and working groups, with external and internal stakeholders. The incumbent will be required to attend meetings with internal and external participants up to and including ACO and NATO Commanders.

3. **Contribution to Objectives:** The duties that the incumbent will be responsible for support J10 Strategic Communications. The incumbent will be specialized in Arabic and/or Farsi language and Middle East culture, with a focus on psychological and information operations, communicate with and engage Arabic and/or Farsi-speaking audiences as required. Strategic Communications is an integral and essential part of NATO operations, missions, exercises and vigilance activities, and is of utmost importance for Deterrence and Defense of the Euro-Atlantic Area (DDA) and Area of Responsibility (AOR) Management. This post continuously monitors social media platforms for emerging trends, narratives, and Arabic and/or Farsi -language content that may affect NATO's messaging or public perception. The incumbent must track and report on topics that may require rapid responses either in support of military operations or as a primary objective, by providing baselining and analysis on which to plan activities. The incumbent additionally contributes to the creation of thematic and strategic campaigns that resonate with the Arabic and/or Farsi-speaking audience, aiming to foster understanding, positive engagement, and support for NATO initiatives. all in line with the Military Strategic Objectives.

REMARKS:

Duration of contract: (Pending approval) The successful candidate will fill this post as a Project Related NATO International Civilian (PLN) with a three-year definite duration contract within the NATO 2030 Agenda. On expiry of this term the PLN will be deleted or absorbed into the ceiling pending approval or will exceptionally be considered for extension.

The salary will be the basic entry-level monthly salary defined by the NATO Grade of the post, which may be augmented by allowances based on the selected staff member's eligibility, and which is subject to the withholding of approximately 20% for pension and medical insurance contributions.

NATO is committed to diversity and inclusion, and strives to provide equal access to employment, advancement, and retention, independent of gender, age, nationality, ethnic origin, religion or belief, cultural background, sexual orientation, and disability. NATO welcomes applications of nationals from all member Nations.

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.

Applicants who prove to be competent for the post but who are not successful in this competition may be offered an appointment in another post of a similar nature, which might become vacant in the near future, albeit at the same or lower grade, provided they meet the necessary requirements.

We believe that all people are capable of great things. Because of this, we encourage you to apply even if you do not meet all of the criteria listed within this job description.

HOW TO APPLY FOR A NATO CIVILIAN POST AT SHAPE:

Applications are to be submitted using NATO Talent Acquisition Platform (NTAP) (<https://nato.taleo.net/careersection/2/jobsearch.ftl?lang-en>). Applications submitted by other means (e.g. mail, e-mail, fax, etc) are not accepted.

More information to be found on these links:

[6 Tips for Applying to NATO](#)

[Application Process](#)

Shortlisted candidates will be requested to provide original documentary evidence and a set of copies supporting statements in their applications. Appointment is subject to obtaining a NS security clearance and a medical certificate.

Remarks:

1. Only nationals from the 32 NATO member states can apply for vacancies at SHAPE.
2. Applications are automatically acknowledged within one working day after submission. In the absence of an acknowledgement please make sure the submission process is completed, or, re-submit the application.
3. Qualified redundant staff of the same grade interested in this post should inform this office, via their HR/Personnel Office by not later than vacancy's closing date.
4. NATO will not accept any phase of the recruitment and selection prepared, in whole or in part, by means of generative artificial-intelligence (AI) tools, including and without limitation to Chatbots, such as Chat Generative Pre-trained Transformer (Chat GPT), or other language generating tools. NATO reserves the right to screen applications to identify the use of such tools. All applications prepared, in whole or in part, by means of such generative or creative AI applications may be rejected without further consideration at NATO's sole discretion, and NATO reserves the right to take further steps in such cases as appropriate.
5. All candidates will receive an answer indicating the outcome of their application.