

VACANCY NOTICE TO CONSTITUTE A RESERVE LIST

Job title	Head of Business Promotion Service (M/F)
Function group/grade	AD 9
Type of contract	Temporary Agent
Reference	EXT/22/81/AD 9/CD
Deadline for applications	20/07/2022 23:59 Alicante time (CET)
Place of employment	Alicante, SPAIN
Reserve list (RL) valid until	31/12/2023
Number of candidates on RL	3

The European Union Intellectual Property Office (“EUIPO” or “Office”) is organizing a selection procedure in order to constitute a reserve list from which to fill a vacant post of Head of Business Promotion Service¹ for the **Customer Department** (CD) of the EUIPO.

1. BACKGROUND

The Office was established by Council Regulation (EC) No 40/94 of 20 December 1993 (now Regulation (EU) 2017/1001 of the European Parliament and of the Council of 14 June 2017 on the European Union trade mark (“EUTMR”) as a decentralized agency of the European Union (“EU”) to offer IP rights protection to businesses and innovators across the EU and beyond. Council Regulation (EC) No 6/2002 of 12 December 2001 created the registered Community design which is also managed by the Office, and later, Regulation (EU) No 386/2012 of the European Parliament and of the Council of 19 April 2012 entrusted to the Office the European Observatory on Infringements of Intellectual Property Rights.

Since its foundation in 1994 the Office has been based in Alicante, Spain, where it manages the registration of the EU trade mark and the registered Community design, which are valid throughout the EU. The work at EU level also extends to the convergence of tools and practices in cooperation with the partners in national and regional IP offices throughout the EU member states, users and other institutional partners. Together, these offices constitute the European Union Intellectual Property Network (EUIPN), working jointly to offer users a consistent registration experience, be it at national or at EU level.

The Customer Department (CD) is responsible for developing and implementing, in cooperation with all relevant departments, the strategies, services and processes intended to set-up, maintain and improve services for all customers of the Office, as well as, leading the internal and external customer experience and to further promote a culture of customer service excellence within the Office. It is responsible for linguistic services including relations with Translation Centre for the Bodies of the European Union (CdT). Additionally, the CD is responsible for raising awareness and use of IP amongst SMEs, which includes the development and maintenance of the Ideas Powered for business network, Ideas Powered for business website and the Office operational support to the European IP Information Centre.

¹ This post is a middle management position subject to the applicable legal framework (Decision No [MB-20-05](#)).

Within the CD, the Business Promotion Service will be responsible for the Office linguistic services, promotion, marketing and business communications as well as related outreach events.

For further information please consult the Office's website:

<https://euipo.europa.eu/ohimportal/en/home>

2. DUTIES

The Office management structure is central to the talent management policy of the Office. Managers are responsible for charting new courses of action, driving change and achieving operational priorities as well as the management and development of staff.

The role of middle managers is key to the good running of the Office. Middle managers work in close cooperation and alignment with the senior management of the Office ensuring successful implementation of the Office's strategy and objectives, in particular as embodied in the EUIPO's Strategic Plan.

Under the authority of the Director of CD, the selected candidate will be expected to provide leadership and guidance to assist the department in accomplishing its corporate objectives in the area of business promotion, in particular to:

- Ensure the achievement of the Office's goals set up in its Strategic Plan 2025 linked to the implementation of the business promotion activities and programmes;
- Ensure coordination with other services of the department, as well as with other relevant departments of the Office by ensuring business promotion and linguistic services;
- Review current promotion and marketing trends to determine the effectiveness of different styles and propose new strategies;
- Lead the teams to develop and implement promotion, marketing and branding strategies, internally and externally;
- Lead and support activities related to business development and transformation via innovation and the application of AI;
- Lead the development, implementation and compliance of EUIPO's language services' policies and procedures as well as expanding to co-drafting service;
- Plan, organize and coordinate all operational activities, as well as sharing of best practices within the teams in the Service and within the department;
- Advise on policy development, identification of service priorities and ensure coordinated delivery of linguistic, marketing, promotion and business communications services;
- Represent the Office in different types of user events and cooperation networks, and build up stakeholder engagement;
- Manage the human resources of the service, setting individual and team objectives, allocating tasks and targets, ensuring that the expected quantitative and qualitative outputs are delivered as well as supporting staff development;
- Ensure sound management and execution of the budget assigned to the relevant service;
- Ensure appropriate accountability for the development, progress, update and delivery of programmes, projects or other initiatives in the areas of responsibility.

Duties applicable to all staff:

- Actively work towards the achievement of the goals of the EUIPO in accordance with the Strategic Plan;

- Perform any other work-related duties and responsibilities that may be assigned by the Director of the Department.

3. ELIGIBILITY CRITERIA

To be admissible for this selection, candidates **must** fulfill **all** the following conditions by the deadline for submission of applications:

General conditions²

- Be a national of one of the Member States of the European Union;
- Enjoy full rights as a citizen;
- Have fulfilled any obligations imposed by the laws concerning military service;
- Meet the character requirements as to suitability for the performance of the duties involved;
- Be physically fit to perform the duties.

Education

- Have a level of education which corresponds to **completed University studies** attested by a diploma when the normal period of university education is **four years or more**,

OR

- Have a level of education which corresponds to **completed university studies** attested by a diploma **and appropriate professional experience** of at least one year **when** the normal period of university education is **at least three years**.

Professional experience

- In addition to the professional experience required in the previous point, have a minimum of **12 years³ of full-time relevant professional experience**;

Out of these 12 years:

- at least **6 years in Business Promotion and Marketing with Customer focus**;
- at least **2 years** acquired **as a manager** of an organizational unit composed of a significant number of human resources, including coordination and organization of work;

Language skills

- Have a thorough knowledge of English (minimum level C1) – Language 1⁴;
- Have a good knowledge of one of the official languages of the EU (minimum level B2) – Language 2.

The levels indicated correspond to the Common European Framework of Reference for Languages.

² See Article 12 of the Conditions of Employment of Other Servants of the European Union.

³ Professional experience is counted from the date of obtaining the relevant diploma giving access to the function group. In the case of having a level of education which corresponds to completed university studies when the normal period of university education is at least three years, the appropriate professional experience of one year cannot be included in the professional experience required. In this case, a total of 13 years of professional experience after the award of the three-year diploma is necessary.

⁴ The common language for interaction with EUIPO stakeholders is English. In addition, most of the meetings and events at international level are held in English. Therefore, for this specific position, a high command of oral and written English is required.

Core competencies required to apply for a middle management post⁵:

- **General management skills** including:
 - the ability to set and revise objectives for the service within the overall strategic framework and priorities of the Agency;
 - the ability to determine and focus on priorities and to monitor and evaluate the progress made towards achieving the service and service members' objectives set, in cooperation with them;
 - the ability to organise, assign and manage the service's work among the members of the team and to set them challenging but realistic objectives;
 - the ability to empower members of the service while ensuring that they understand what is expected of them and how their work contributes to the service's objectives;
 - the ability to choose co-workers and to build strong teams with complementary strengths suited to the efficient pursuit of the service's objectives;
 - the ability to motivate members of the team to achieve the desired results and also to provide regular feedback, acknowledge success and the need for improvement in order to enable them to achieve their objectives and greatest potential;
 - the ability to develop and support career development and learning opportunities for the members of the team;
- **Communication:**
 - the ability to communicate clearly and present complex subjects simply, both orally and in writing, including to the members of the team;
 - the ability to solicit inputs from and listen to staff, partners, and stakeholders;
- **Interpersonal skills:**
 - the ability to deal with people effectively, respectfully and courteously;
 - the ability to build productive and cooperative working relationships with hierarchy and other units and colleagues;
- **Negotiation skills:**
 - the ability to steer discussions and generate the best possible results without compromising productive working relationships with the other parties involved.

4. SELECTION CRITERIA

In order to select the best qualified candidates to be invited to the pre-assessment phase test(s) and interview with the Selection Committee, the Office will consider the following:

- Degree in Business, Marketing or related field;
- Professional experience in multicultural environments;
- Experience in designing and drafting concepts of strategic and conceptual nature;
- Experience in management of Business/Customer relations and coordination of activities, in particular at EU and international level;
- Experience in coordinating linguistic services;
- Experience in organization and/or participation, representation and chairing of high-level meetings / conferences / events;

⁵ These competencies will be tested throughout the whole selection process and in particular, during the assessment centre phase.

- Knowledge of sound financial management principles and experience in budget management;
- Experience in innovation and/or transformation and/or in the usage/application of Artificial Intelligence would constitute an advantage.

5. SELECTION PROCESS

Pre-assessment phase

A Selection Committee appointed by the authority authorised to conclude contracts of employment (AACC)⁶ will conduct a preliminary assessment. The work and deliberations of the Selection Committee are confidential and applicants are strictly forbidden to make contact with its members.

During this phase, all applications received will be screened to verify their compliance with the eligibility criteria established under point 3 of the present vacancy notice.

All eligible applications will then be further assessed against the selection criteria indicated under point 4 of this vacancy notice with a view to establishing a list of the best qualified candidates to be invited for an interview with the Selection Committee.

The interview will take place either remotely or at EUIPO premises in Alicante, Spain and, given the nature of the job, will be conducted in English. It will test candidates' motivation, technical knowledge, competencies and experience in relation to the duties to be performed as well as the suitability to work in an international environment.

One or several tests will complete the assessment of the candidates invited for the interview during this pre-assessment phase.

Candidates invited for the interview and test phase will receive detailed instructions and information at the time of the invitation.

Following the interview and test phase, the Selection Committee will draw up a list of the most suitable candidates that it proposes to invite for an assessment centre and an interview with the Executive Director and two managers of the EUIPO.

Assessment centre

The assessment centre shall evaluate candidates' potential and provide an in-depth analysis of candidates' suitability to exercise a middle management role, in particular their managerial skills, adaptability and other core competencies such as those indicated in point 3 of the vacancy notice.

It shall comprise individual and/or group exercises as well as in-depth interviews. These tests will be carried out by an external provider.

Candidates invited to the assessment centre will receive detailed instructions and information at the time of the invitation.

⁶ The AACC powers are exercised by the Executive Director of the EUIPO.

The results of the assessment centre are not binding but will provide the AACC with an overview on the candidates' profile, in particular their strengths, weaknesses, development needs, career path and aspirations.

Interview with the Executive Director and two managers

All candidates invited to the assessment centre will also be invited to an interview with the Executive Director of the EUIPO.

The Executive Director will be accompanied by two members of a grade and management function equal or superior to that of the function to be filled.

The interview will typically take place at the EUIPO premises in Alicante, Spain and will be carried out in English.

It will constitute the last step in the selection process.

The AACC will then decide on the candidates to be placed on the reserve list.

6. GENERAL INFORMATION AND EMPLOYMENT CONDITIONS

For general information on selection and recruitment procedures at the EUIPO as well as employment conditions, please refer to the following [link](#).

All the documents included as links or made reference to within the context of this notice are considered to be part of the present vacancy notice.

7. HOW TO APPLY

To apply please read carefully the information referred in the above section and click on this [link](#).

Important:

Candidates should note that the information provided in their application/CV constitutes a basis for appreciation of the eligibility and selection criteria. Therefore, they are invited to read carefully the requirements and to provide the relevant information in such detail that it allows for this appreciation. Particular attention should be paid to information on their education and professional experience, in particular exact dates, description of responsibilities, duties performed and tools used.

** If there are discrepancies between the different linguistic versions, the English one should be taken as the correct version.*