

VACANCY NOTICE TO CONSTITUTE A RESERVE LIST

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| Job title | Marketing and Customer Service Specialist (M/F) |
| Function group/grade | AD 6 |
| Type of contract | Temporary Agent |
| Reference | EXT/21/123/AD 6/Marketing and Customer Service Specialist |
| Deadline for applications | 26/10/2021 23:59 Alicante time (CET) |
| Place of employment | Alicante, SPAIN |
| Reserve list (RL) valid until | 31/12/2023 |
| Number of candidates on RL | 12 |

The European Union Intellectual Property Office (EUIPO) is organising a selection procedure in order to constitute a reserve list from which to fill vacant post(s) of Marketing and Customer Service Specialist. The Office is looking for highly knowledgeable and capable marketing and customer services professionals able to design and implement marketing campaigns and innovative initiatives in view of reaching its strategic goals. The ideal candidate would have a proven track record of providing impeccable customer service solutions. The selection procedure is aimed to fill vacant posts in the Customer Department. The ensuing reserve list may also be used for recruitment to similar posts in other departments depending on the EUIPO's needs.

1. BACKGROUND

1.1 The EUIPO

More than [25 years of work](#) on IP have consolidated the European Union Intellectual Property Office (EUIPO). It is an independent, self-financed, non-profit European Union (EU) agency responsible for the registration of trade marks and designs in the EU and one of the most technologically advanced and innovative bodies in the world of Intellectual Property (IP). Indeed, new technologies such as Artificial Intelligence (AI) or blockchain are now fully embedded in EUIPO's practice in the administration of its unique and unbeatable business proposition: registering and protecting trade marks and designs for the whole of Europe in a cost effective, reliable and timely manner.

The EUIPO has fully embraced the new IP trends in terms of globalisation and emerging importance of enforcement. Since 2013, the Office is responsible for IP research, communication, knowledge sharing and cooperation with enforcement authorities, covering all IPRs, via the European Observatory on Infringements of IP Rights (the Observatory).

The EUIPO does not only operate in Europe, it has now enlarged its footprint to the five continents and is, for example, implementing EU-funded projects on IP in China, South East Asia, Latin America, the Caribbean and Africa.

For now a number of years, EUIPO has strongly spoused solid project management methodologies as the preferred mechanism to implement the change agenda included in successive Strategic Plans, the last of which, SP2025, is currently underway.

EUIPO is a decentralised, self-funded and largest EU Agency to date. In line with Europe's economic development and EUIPO's growing contribution to it, EUIPO's workforce has also increased in breadth and depth, with a greater diversity of profiles (e.g., international cooperation specialists, AI experts, data analysts, etc.) and overall levels (5% growth in the last 5 years). EUIPO's staff policies constitute a professionally exciting environment, featuring a variety of cutting edge initiatives such as mentoring & coaching programs, career advisory and succession planning capability, internal and external mobility, including to organisations outside the EU and preparedness for AI.

The [EUIPO](#) enjoys a privileged sea front location in Alicante in a recently inaugurated campus where staff benefit from EUIPO's facilities (such as retail services, sport facilities, etc.). In addition, Alicante has an European School. Since 2008, the Office is committed to reducing its environmental impact through extensive initiatives. Its geographical location in Alicante is well connected, with high speed train connections to many locations and hosting the 4th largest airport in the country. EUIPO offers a unique mix of professional opportunities and quality of life.

EUIPO is a vibrant, multicultural organisation whose working languages are English, French, German, Italian and Spanish.

For further information please consult the following website:

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

1.2 The CUSTOMER DEPARTMENT

The Customer Department (CD) is responsible for developing and implementing, in cooperation with all relevant departments, the policies, services and processes intended to improve the customer experience and to further promote a culture of customer service excellence within the Office.

The mission of the CD department is:

Being a dynamic, multilingual department that promotes and improves EUIPO services and products by **listening to** and **working with and for** our customers, stakeholders, EU businesses and citizens alike.

The CD comprises three services, each managed by a Head of Service:

The **Customer Engagement Service** (CES) is responsible for analysing the needs behaviours and feedback of the main customers segments in order to coordinate the design and implementation of initiatives intended to maximise customers engagement and satisfaction as well as coordinating the activities included in the SMEs programme developed as part of the [Strategic Plan](#).

The **Customer Care Service** (CCS) is responsible for managing the services to customers including providing information, replying to queries and complaints, managing EUTM searches and EUTM & RCD publications, as well as the coordination of continuous improvement of the digital services.

The **Business Communications Service** (BCS) is responsible for managing the processes and tools to ensure an efficient implementation of the Office's Linguistic Policy, as well as managing the relations and activities with the Translation Centre for the Bodies of the European Union and for coordinating the Office participation in the Centre's Management Board.

2. DUTIES

Under the responsibility of the relevant Head of Service, the successful candidate will be expected to carry out one or more of the following tasks:

Marketing

- Conceive, develop and supervise the implementation of marketing programmes and/or campaigns);
- Conceptualise and implement multi-channel campaigns, ensuring alignment of messaging across all channels;
- Identify and segment key target audiences, analysing and developing products and services positioning and optimise customer experience;
- Design and conduct market research studies qualitative or/and quantitative, analysing data, customer insights, market analysis and trends to calibrate and focus segment specific marketing campaigns;
- Design promotional activities with internal and external stakeholders and ensure implementation of agreed work plans and follow-up of activities including produce digital marketing content;
- Communicate and engage internal stakeholders in the customer related activities and promote the customer driven approach;

Customer Service

- Design and execute initiatives to understand customer behaviour and propose solutions to maximise customer experience;
- Achieve customer service orientation, through the development and implementation of tailor made services and solutions to key target segments;
- Full segmented-based customer service providing supportive, tailor-made services that adapt to customers changing needs;
- Establish and monitor accessibility points for customers and provide consistent customer experience throughout all touchpoints with the Office;
- Serve as focal interlocutor between Key Users, EUIPO Key User Managers, Trade Mark and Design examiners as well as IT specialists, training specialists (Academy) and the Observatory;
- Represent the Office in various events, training such as tailored customers visits, fairs, etc., so as to strengthen ties between the Office and its customers and relevant stakeholders;

Innovation Thinking

- Promote innovation culture in the office;
- Assess current processes/procedures and service performance to identify areas to enhance innovation;
- Collaborate in the design of new business processes as well as evaluate existing ones with the aim of maximising efficiency and customer engagement;
- Identify and engage enablers of innovation within and outside the organisation;
- Implement emerging technologies, such as Artificial intelligence (AI), and further improve available Customer Relationship Management (CRM) tools to market automation and harness the full potential of these tools in focusing on tailor made customer service and solutions;
- Stay up to date with emerging technologies and customer services trends, with a focus of innovation;

Reporting and presenting

- Draft high level reports, notes and briefings;
- Design marketing materials for internal and external activities that might include producing digital communication, media relations, organisation of events, presentations and training.

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 Line Manager.

3. ELIGIBILITY CRITERIA

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

3.1 General conditions¹

- 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 on military service;
- Meet the character requirements as to suitability for the performance of the duties involved;
- Be physically fit to perform the duties.

3.2 Education

- Have a level of education which corresponds to completed **university studies of at least 3 years** in a relevant area (Marketing, Business Administration, or a related field) attested by a diploma.

3.3 Professional experience

- Have a minimum of **3 years of full-time relevant professional experience²** in relation with and at the level of the tasks described under “Duties”.

3.4 Language skills

- Have an **excellent** knowledge of **English (minimum level C1) – Language 1**;
- Have a **good knowledge** of one of the official languages of the EU (**minimum level B2) – Language 2³**.

The levels indicated correspond to the [Common European Framework of Reference for Languages](#).

3.5 Computer skills

- Advanced computer literacy is compulsory. Candidates must have extensive practical experience with computer applications such as MS Office package or similar (mainly Word, Excel, PowerPoint, Outlook), databases (at user level) and Internet research.

¹ See Article 12 of the Conditions of Employment of Other Servants of the European Union

² Professional experience is counted from the date of obtaining the diploma required under point 3.2.

³ This language needs to be different from Language 1.

4. SELECTION CRITERIA

Notwithstanding the required experience established under point 3 of the present vacancy notice (eligibility criteria), and in particular under point 3.3, the Office will use the following criteria in order to select the best qualified candidates for the interview and test phase:

1. Proven professional experience in designing and implementing marketing initiatives and/or campaigns (including drafting digital marketing materials), market research studies and data analysis;
2. Proven professional experience in providing customer services;
3. Experience in drafting notes, customer replies and preparing reports and presentations;
4. Experience in the field of Intellectual Property.

In addition to the above criteria, candidates invited to the interview and test phase will also be assessed against the following requirements:

Competencies

- **Communication:** communicate clearly and precisely both orally and in writing;
- **Analysis and Problem Solving:** identify the critical facts in complex issues and develop creative and practical solutions;
- **Working with Others:** work co-operatively with others in teams and across organisational boundaries and respect differences between people; create a sense of team spirit by encouraging shared goals and exchange of knowledge and experience;
- **Learning and Development:** develop and improve personal skills and knowledge of the organisation and its environment; commit to train others, share knowledge, and systematically improve working methods;
- **Prioritisation and Organisation:** ability to prioritise the most important tasks, work flexibly and organise own and others' workload efficiently;
- **Resilience:** remain effective under work pressure, be flexible and adapt to a changing work environment; encourage others to do the same and adjust own and team's approach to embrace changing circumstances;
- **Quality and Results:** take personal responsibility and initiative for delivering work to a high standard quality within set procedures; show clear customer orientation (internal and external); build systematic and methodical processes into projects and work of self and own team;
- **Leadership:** lead and manage people and teams to achieve results; delegate work in own team appropriately and provide clear directions; inspire enthusiasm and a positive attitude in people about their work and their contribution to EUIPO's success.

5. INTERVIEWS AND WRITTEN TESTS

Pre-selection

Admissible candidates whose applications rank among the best qualified in accordance with the selection criteria detailed under point 4, may be contacted in order to verify their language skills (in particular, spoken production in English), as well as to prove their professional experience and/or other skills, knowledge and competencies. This pre-selection contact does not entitle candidates to be invited for interview: it is a step in selecting the most suitable candidates to be invited for interview.

Interview

Interviews will take place virtually and, given the nature of the duties, will be carried out in English. Other relevant languages as declared in the candidate's application/CV may be assessed in accordance with the levels indicated in this vacancy notice.

The interview will test the candidate's knowledge of matters relating to the duties to be performed (technical knowledge and behavioural competencies), activities of the Office, knowledge of the EU, suitability to perform the tasks to be accomplished and suitability to work in an international environment.

Candidates called for the interview will be requested to produce appropriate professional references prior to attending the interview.

Test(s)

One or several tests will complete the assessment of one or several of the above aspects. Candidates called for the interview and test phase will receive detailed information with the invitation.

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](#).

7. HOW TO APPLY

To apply, please click on this [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.

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 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*