Call for Experts: Key Expert 2 – Public Relations Expert

Multilateral Public Diplomacy Project

About the project

Landell Mills is seeking an experienced Public Relations Expert for an ongoing European Union-funded multilateral public diplomacy project. The project aims to strengthen the European Union's visibility, influence and strategic engagement within the United Nations system. It will support EU Delegations in engaging partners, building strategic alliances, and communicating the EU's contribution to the multilateral system's effective functioning and governance. Activities are expected to include diplomatic seminars, thematic policy discussions, cultural diplomacy initiatives, youth engagement, research, retreats and expert-level networking events. These will address areas such as climate change, human rights, digitalisation and AI governance, humanitarian affairs, migration, disarmament and peacebuilding.

About the role

The expert may be based in **Geneva or Brussels**, subject to the final contractual requirements. The successful candidate must:

- maintain access to stakeholders, institutions and activities within Geneva's UN and multilateral ecosystem;
- be available for occasional travel to Geneva, Brussels and New York, as required;
- collaborate closely with the Team Leader, who will be based in New York; and
- work flexibly and responsively across locations and time zones, ensuring timely communication and coordination.

Key responsibilities

The Public Relations Expert will support multilateral stakeholder engagement and the delivery of strategic public diplomacy activities in line with EU priorities. The role will combine public diplomacy expertise, strategic outreach, stakeholder relationship-building, project and activity management, and strong communication and coordination skills to translate EU priorities into effective engagement with international stakeholders, while ensuring compliance with EU communication and visibility requirements.

- Developing and implementing public diplomacy campaigns and strategic outreach activities;
- Translating EU priorities into targeted public diplomacy activities;
- Supporting relationships with UN agencies, diplomatic missions, international organisations, civil society organisations and other relevant stakeholders;
- Coordinating public diplomacy initiatives with various stakeholders;
- Designing and supporting high-level dialogues, events, retreats and other engagement activities;
- Preparing concept notes, briefings and other activity materials;
- Preparing communications for high-level events, including information material social media content and visibility items where appropriate;
- Coordinating, where appropriate, with the relevant EU Delegation press and political teams;
- Supporting media engagement with international and regional outlets;
- Using digital communication, multimedia and analytics tools to strengthen outreach and assess performance;
- Ensuring compliance with EU communication and visibility requirements; and
- Working closely with the Team Leader, project team and EU counterparts to ensure coherent delivery.

Required qualifications and skills

Candidates must meet the following minimum requirements:

- an advanced university degree at Master's level in public relations, communications, international relations, journalism or another relevant field, or equivalent professional experience;
- fluency in **English at C1 level** and **French at C1 level**, both spoken and written;
- excellent written and verbal communication skills, including the ability to tailor messages for high-level stakeholders, media outlets and wider audiences; and
- strong interpersonal and diplomatic skills, with the ability to build trust-based relationships across different cultural and institutional contexts.

General professional experience

Candidates must demonstrate:

- at least **five years of professional experience** in public relations, stakeholder engagement, media relations or visibility initiatives;
- experience working in international or multilateral settings, particularly in public diplomacy, cultural diplomacy or advocacy campaigns; and
- proven experience managing communication and outreach activities for complex, multi-stakeholder projects.

Specific professional experience

Candidates must demonstrate:

- at least **three years of experience** developing and implementing public diplomacy campaigns and strategic outreach initiatives in an international or multilateral context;
- experience managing high-level event communications, including the preparation of press releases, speeches, social media campaigns and promotional materials;
- experience coordinating media relations with international and regional outlets;
- proficiency in digital communication tools, including social media management platforms, multimedia tools and analytics dashboards; and
- experience building relationships with key stakeholders, including UN agencies, diplomatic missions, NGOs and civil society organisations.

Desirable experience

The following will be considered an advantage:

- previous professional experience in Geneva;
- experience working with key UN agencies or other multilateral institutions;
- established familiarity with Geneva's multilateral and diplomatic ecosystem;
- knowledge of EU foreign policy and public diplomacy priorities;
- proven project management experience, including work planning, prioritisation, risk management and delivery against demanding timelines;
- strong operational and coordination skills, with experience managing inputs across multidisciplinary teams, partners, suppliers and senior stakeholders;
- experience planning and delivering high-level events, including logistics, stakeholder liaison, scheduling, supplier coordination and follow-up;
- experience designing public diplomacy activities for diplomatic engagement, relationship-building and influence;
- experience engaging with diplomatic missions and senior multilateral stakeholders;
- ability to translate political or policy priorities into targeted stakeholder engagement and outreach activities
- demonstrated ability to coordinate effectively between Geneva, Brussels and New York.

How to apply

Applications should be sent to clairew@landell-mills.com by **Friday 30 October 2026** with the subject line: **KE2 Public Relations Expert – Multilateral Public Diplomacy Project**. Interested candidates should submit:

- an up-to-date CV highlighting experience relevant to the minimum requirements;
- a short statement describing their suitability for the position;
- their proposed base: **Geneva or Brussels**;
- confirmation of their English and French language levels;
- confirmation of availability for the anticipated assignment and associated travel; and
- contact details for relevant professional referees.

Please note that only shortlisted candidates will be contacted. Landell Mills applies transparent, non-discriminatory expert selection procedures and requires experts to be independent and free from professional conflicts of interest.