

Traineeship Programme 2025-2026

Communications and Awareness Raising (CAR)

Description of the Unit

The Communications and Awareness (CAR) Raising Unit is responsible for shaping how people perceive and connect with fundamental rights across the EU. We craft compelling, value-based narratives that show why fundamental rights matter — not just in theory, but in people’s everyday lives too.

Using a mix of data-driven communications and storytelling, we help bring the Agency’s research and insights to a wide audience — from EU policymakers and national stakeholders to journalists, civil society, and the general public.

We work to achieve the objectives set out in the [FRA Communication Strategy 2023-2028](#) by maintaining our web presence and leveraging the power of online and print media, social media campaigns, audio-visual productions and events.

The Unit also drives the production of FRA’s flagship annual **Fundamental Rights Report**.

This unit is organised in two sectors:

- **Media and Public Relations Sector**

The sector’s core function is to raise awareness about fundamental rights and promote FRA and its work. It is responsible for managing FRA’s social media presence, carrying out media relations, developing audio-visual contents, and organising events that spotlight key human rights issues. The team develops innovative products and campaigns, combining strategic messaging and creativity to make complex topics engaging and accessible.

- **Web and Publishing Sector**

The sector develops, produces, and disseminates FRA’s multi-lingual outputs online and in print, including the annual Fundamental Rights Report. It also maintains and develops FRA’s main communications channel – its corporate website – so it offers multilingual, modern and audience-first contents to stakeholders.

Which tasks are expected in this Unit?

- Contributing to the design and delivery of **engaging communication activities** that translate FRA's work into compelling content for diverse audiences — from EU policymakers to civil society and the wider public.
- Supporting the development and implementation of FRA **outputs and activities**, including the annual Fundamental Rights Report.
- Supporting FRA's **social media presence** by drafting and curating impactful posts to grow engagement and reach.
- Helping create and adapt **digital content**, particularly short-form videos, animations, social media designs and infographics, to bring fundamental rights data and stories to life.
- Supporting the web team in **maintaining FRA's online presence** dynamic and up to date, including through multimedia and user-focused content.
- Supporting the **editing and production** of a wide variety of FRA's multi-language products, including media statements, reports, legal handbooks, statistical data, quantitative and qualitative analyses.
- Supporting **media outreach**, including organising press briefings, monitoring media coverage, and developing key messages for digital-first audiences.
- Contributing to the organisation of **FRA events**, such as high-level fora, launch events and stakeholder meetings, through digital campaigns, content support, and mailbox coordination.
- Supporting the **dissemination of FRA products**, both internally and at public events, ensuring visibility and uptake.
- Performing organisational and administrative tasks, including notetaking, logistics support and internal coordination.