

## **Traineeship Programme 2026-2027**

### **Communications and Awareness Raising (CAR) Unit**

#### **Description of the Unit**

**The Communications and Awareness Raising (CAR) 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.

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 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 functions are raising awareness about fundamental rights and promoting FRA and its work. The sector is responsible for managing FRA’s social media presence, media relations, audio-visual contents, and organising selected 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. The sector is also responsible for managing the Agency’s contact mailbox.
- **Web and Publishing Sector:** The sector edits, produces and disseminates FRA’s multi-lingual publications online and in print. One of its largest actions is the coordination and production of the flagship annual Fundamental Rights Report. The sector manages the publication workflow of all reports in cooperation with authors and the EU Publications Office. It also maintains and develops FRA’s corporate website, which offers multilingual and audience-first content to stakeholders.

## Which tasks are expected in this Unit?

- Contributing to the Agency's communication priorities and the 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;
- Performing organisational and administrative tasks, including notetaking, logistical support and internal coordination.

### The Media and Public Relations Sector:

- Supporting FRA's **social media presence** by preparing various contents and analytics reports;
- Supporting the development of **digital products**, including short-form videos, animations, social media designs and infographics, to bring fundamental rights data and stories to life;
- Supporting **media relations** activities, including media monitoring, drafting news items and press releases, maintaining contact lists and monitoring FRA's press mailbox;
- Contributing to FRA **events** by providing organisational support, producing digital content and promotional materials, coordinating campaign mailboxes, and handling related administrative tasks;
- Collating and preparing internal and external **newsletters**.

### The Web and Publishing Sector:

- Copy-editing publications in coordination with the authors (reports, research submissions, handbooks, legal opinions, etc.);
- Supporting the lead editor in drafting text overviews, key messages and forewords for reports;
- Editing layout, references and ensure accessibility (alternate text, figures and reading order) of reports and report translations;
- Assisting in the entire report production process from manuscript stage to publication, with the opportunity to work with the web team if desired;
- Assisting in the liaison between FRA and stakeholders /external actors (such as national liaison officers), regarding the production of the Fundamental Rights Report;
- Coordinating with the EU Publications office, to ensure timely report publication.