THE INTERNATIONAL BOARD

Approved by GA Autumn 2021

The Board is seated permanently in Brussels and its 6 members live and work full time for a period of one year as administrators of ESN. ESN is constantly growing and has a wide range of projects and initiatives. As a result, the work of the board is challenging as the workload is high and the tasks and responsibilities numerous. Therefore, the Board is supported by the Secretariat of ESN.

The Board of ESN International consists of 6 elected positions:
- President
- Vice-President for Network
- Vice-President for Training and Development
- Treasurer
- Communication Manager
- Web Project Administrator

TASK DESCRIPTION

The Board has the following responsibilities:

Management
- Organise the daily work of ESN International
- Manage employees and interns of ESN international's secretariat
- Keep a strategic overview of grant projects
- Provide leadership for the continuous development of the network
- Continuously collaborate with the General Assembly
- Develop and manage ESN International's initiatives
- Oversee and direct international teams and committees
- Safeguard the integrity of the vision, mission and culture of ESN
- Be the role model for the network

Representation
- Represent ESN and the interest of international students towards partners, stakeholders and society at large

Communication
- Provide information about all ongoing initiatives, official ESN meetings and developments in ESN International
- Uphold transparency towards the GA and the network
- Provide well-organised and adequate resources and tools for circulation of information and communication

GENERAL REQUIREMENTS

Organisational Skills
Strategic planning, project management, team management, time management, planning and organising, decision-making, prioritisation, problem-solving, conflict management, and intercultural and diversity management

Communication Skills
Fluent English in speaking and writing, presentation skills, ability to express opinions effectively, diplomacy, public speaking, and ability to process consultations

Digital Skills
Information and data literacy, online communication and collaboration, digital content creation, and information security and problem-solving using digital tools

Personality Traits
Diligent, stress-resistant, open-minded, flexible and adaptable, responsible, result-oriented, responding to pressure, and critical thinker

Experience in ESN
At least one year of experience and knowledge of ESN and a good understanding of ESN on the local, national and international levels.

Recommended additional experience
Exchange experience, work experience, and knowledge of French and/or Dutch language

BOARD POSITIONS AND THEIR SPECIFIC TASKS AND REQUIREMENTS

President

- **Tasks**

  - Assumes the ultimate legal responsibility
  - Keeping a broad overview of the Board's work and development of the Network
  - Keeping a broad overview of the Secretariat's work and the development of the Headquarters
  - Representation of ESN externally and of the Board internally (i.e. GA)
  - Main contact to institutional partners and relevant partner organisations such as University Networks, student organisations, think tanks, etc.
  - Responsible for policy development within ESN
  - Management of research projects
  - Coordination and management of Liaison Offices

- **Position Specific Requirements**

  - Policy related: deep knowledge of European higher education policy
  - Advocacy related: Experience in the field of advocacy, knowledge on advocacy methods and practices
  - External Representation related: Experience in representing ESN to external stakeholders, ability to present in front of large audiences, good social skills
  - Leadership related: Prior experience in positions of ultimate responsibility, diplomatic skills, visionary, authority

Vice-President for Network

- **Tasks**
  - Network management and development
  - Network care and engagement
  - Network governance, quality assurance and facilitation of network-wide processes' and procedures
  - Membership management
  - Volunteer and community management
  - Management of internal statutory events,
  - Support with grant writing, management and reporting
  - Development of different internal policies and strategies
  - Support and substitute for the President

- **Position Specific Requirements**

  - Governance related: good knowledge of the official documents of ESN, especially Statutes and Standing Orders, and a good understanding of procedures stated in them
  - Event management related: good knowledge of event management, understanding the purpose of the statutory events in ESN and ability to contribute to the content creation
  - Membership management related: good understanding of the state of the member organisations and good knowledge about membership management procedures in ESN
  - Volunteer management related: good understanding of the needs of the volunteers in ESN and the ability to create actions to answer to those needs
  - Community management related: good understanding of the structure of the organisation and the role of the support structures in ESN, as well as the ability to create cohesion between these structures and provide access to information to the network

Vice-President for Training and Development

- **Task description**

  - Coordination of the activity and engagement related initiatives of ESN International
  - Coordination of the training and development strategy of ESN International
  - Responsible for non-formal and informal learning programmes, initiatives, and opportunities
  - Responsible for ESN´s involvement in the field of youth, including external representation, youth work and youth policies
  - Support to the President in policy and advocacy in general
  - Management of training and capacity building events, as well as other non-statutory events
  - Development and implementation of learning processes' and opportunities
  - Competence development and validation of learning processes' of volunteers
  - Directly supporting the volunteers' development and preparing the NOs carrying it out at the national and local level
  - Works on improving the recognition and validation of volunteer work

- **Position Specific Requirements**

  - Event management related: good knowledge of event management, understanding the purpose of the various events in ESN and ability to contribute to the content creation
  - Activity and engagement related: good knowledge of activity and engagement initiatives that target international students and young people in general.

- Volunteer management related: good understanding of the needs of the volunteers in ESN and the ability to create actions to answer to those needs
- Training related: good knowledge of facilitation and training coordination, a good understanding of how volunteers learn, and the ability to design learning processes' for the volunteers
- Youth policy-related: knowledge of European youth policy and advocacy in the field of youth.

Treasurer

- **Tasks**
    - Financial planning and forecasting
    - Financial control
    - Management of financial resources from public grants
    - Development and product management of the ESNcard
    - Researching and analysing market trends
    - Set the marketing strategy and its implementation for the services of ESN
    - Overseeing digital marketing initiatives
    - Acquisition and management of private sector partnerships
    - Management of gadgets and merchandising

- **Position Specific Requirements**
    - Finance related: knowledge in accounting and finance, risk management, data analysis, mathematical proficiency and ability to work independently
    - Product management related: knowledge in business development, marketing, sales, being results-driven, and understanding of Google tools such as Google Ads and Google Analytics and other digital marketing related tools
    - Partnership and accounts management related: knowledge in negotiation, good social and communication skills, long term vision

Communication Manager

- **Tasks**
    - Management of communication tools of ESN International and social media community management
    - Development of internal and external communication campaigns and strategies and monitoring of their success
    - Determine strategic communications campaigns that will help further organisational goals
    - Supervision of communication-related content for ESN projects and grant projects
    - Reach out to media and beyond in order to arrange story placements
    - Represent the organisation at events and press conferences
    - Brand management of ESN and its projects, monitoring of the image and identity of the organisation
    - Provision of promotional materials for the network

- o Keeping informed of developments in the field of marketing and communications to foster ideas and innovation

- **Position Specific Requirements**

  - o PR related: creativity, proficient command of English (C1 or superior), strong verbal and written communication skills, research skills, experience with Social Media
  - o Design and Branding related: basic graphic design skills, experience with raster and vector designs and publication design, accuracy and attention to details, basic photography skills are highly-valued

Web Project Administrator

- **Tasks**

  - o Management of all ESN International IT projects
  - o Oversight of ESN's work on topics relevant to the digital transformation of higher education such as the digitalisation of the Erasmus+ programme
  - o Ensure the compliance of ESN with data privacy regulations (i.e. GDPR) in the capacity of the data protection officer
  - o Investigation and adoption of new technologies to ensure the development of modern IT solutions
  - o Support of the Board and the Secretariat by provisioning them with the digital tools needed for their work
  - o Equipping the network with centralised services or deployable IT solutions that can improve the day-to-day execution of their work

- **Position Specific Requirements**

  - o Software development: programming experience with web applications in PHP and MySQL or PostgreSQL (focusing on Drupal development); good knowledge of HTML, CSS, Sass, JavaScript and experience with version control systems such as Git
  - o Data architecture: experience in designing data structures, planning databases and creating functionality mockups
  - o System administration: practical experience with and administering Drupal websites (i.e. website customisation, managing large databases and hosting them on a server); practical problem-solving capabilities; knowledge of Linux systems, basic network administration skills
  - o Cloud infrastructure: experience with deploying cloud-based solutions on services such as Azure or AWS; past experience with CI/CD and automated testing are also highly valued
  - o Project management: project planning and evaluation, ability to lead and assess the work of both volunteers and professionals. Knowledge of Agile frameworks such as Scrum is highly valued
  - o Documentation: skills on how to create technical and project documentation as well as presenting how to use tools to end-users are highly valued