

The Embassy of Denmark is looking for a new colleague



Position:	Senior Strategic Communications and Cultural Affairs Advisor
Type of employment:	Full time position, initially 2 years with possibility of extension
Starting date:	1 December 2025
Location:	Embassy of Denmark, 33 B, Dr. S. Radhakrishnan Marg, Chanakyapuri, New Delhi -110021
Deadline for application:	Monday 20 October 2025

The Embassy of Denmark in New Delhi is seeking to recruit a dynamic, positive and pro-active **Senior Strategic Communications and Cultural Affairs Advisor** to be part of the Embassy's Department for Politics, Economics and Communications.

As the Embassy's Senior Strategic Communications and Cultural Affairs Advisor, you are the point person on media relations as well as the embassy's work on public diplomacy and culture. You work as an integrated part of the Department for Politics, Economics and Communications, under the team leader (Deputy Chief of Mission).

We are looking for a person who is detail-oriented, creative, flexible and good at driving forward many different media and cultural activities as well as being a good team player.

Main tasks and responsibilities include, but are not limited to:

- **Proactively develop strategic communications strategies** for raising Denmark's profile in India, including agenda-setting outreach activities with a view to communicate for influence and impact.
- **Be the embassy's primary press relations manager**, including maintaining and expanding a network amongst senior journalists and media, and proactively identifying opportunities for positive media exposure regarding Denmark's activities in India.
- **Arrange and prepare interviews and media events** for the Ambassador, including proactively liaising with journalists to shape events, thoroughly preparing the Ambassador regarding background, speaking points, run-of-show etc.
- **Ensure effective communication outreach**, including social media strategies based on data and analytics as well as high quality creative content, visuals and design. Oversee the management of the Embassy's official website and social media channels.
- **Coordinating the day-to-day work** on public diplomacy and culture, including coordinating tasks between the Public Diplomacy Officer and PD intern, managing the PD budget and other administrative tasks related to PD and culture.
- **Proactively identify, develop and execute cultural projects** together with Danish and Indian cultural stakeholders to promote Danish culture and values in the field of arts, music, textiles, literature and crafts, films, etc.
- **Be the embassies main liaison with the Danish Cultural Institute**, ensuring complementarity of efforts, as well as with the Public Diplomacy Department at the Danish Ministry of Foreign Affairs, the Ministry of Culture and underlying agencies.

- **Arrange visits of cultural delegations**, including programs, logistics etc.
- **Lead on all PD and cultural aspects during high level visits**, including public communications, production of media releases and other media background materials, press interactions, media monitoring etc.
- **Build and maintain a strong network** across the media and cultural spheres in both India and Denmark.
- Any other task as assigned by the management.

Required qualifications

- An academic Master's degree in e.g., journalism, international relations, or other relevant education.
- Extensive experience with strategic communications, including development of strategic communications strategies.
- Extensive experience with managing press relations, including with arranging and preparing interviews and media events, and an existing network amongst senior journalists and media.
- Solid understanding of social media trends and analytics, and experience with developing social media strategies.
- Ability to create high quality creative content, visuals and design.
- Strong event management skills.
- Flexible team player with inter-cultural understanding. Strong interest in and willingness to share knowledge with – and learn from – colleagues.
- Strong interpersonal skills including the ability to establish professional relationships and represent the embassy in a professional manner when engaging with external partners;
- Proactive with an ability to work independently and efficiently, and to deliver in stressful situations;
- Excellent writing skills and ability to produce high quality content pieces for social media, newsletters, articles, etc.
- Good verbal and written communication skills in English

Desired qualifications

- Previous relevant work experience of minimum 10-15 years is an advantage
- Excellent skills in photography and videography
- Experience with managing cultural projects
- Experience with coordinating the day-to-day work of a team
- Experience with handling high level delegation visits
- Understanding of Danish strongholds, culture and lifestyle

We offer

- An exciting, inter-cultural and dynamic work environment with a wide range of diverse tasks.
- As a large Danish representation, we have all the diplomatic tools at our disposal and you will be involved in many different activities beyond PD and culture: Political and economic cooperation, government-to-government activities as well as supporting trade and innovation activities.
- Great opportunities for further development of your professional and personal competences.
- A large degree of self-dependence.

Employment conditions

- You will be offered full time employment on a local contract based on the relevant legally binding labour market rules of India
- 13th month salary
- Your salary and exact title will reflect your qualifications, relevant experience and proven work-related results in accordance with the Salary Policy of the Embassy
- You will be entitled to 25 days of paid holiday per year
- As part of your salary, you will be enrolled in the EPF-scheme
- Standard working hours are 37 hours per week
- Medical coverage (80:20, where 80% of the medical expenditure is reimbursed by the Embassy)
- Willingness to travel for work is required.

Application and recruitment process

To apply for the position, please send your application (cover letter, CV, proof of relevant education, recommendations and 2-3 references) in English to delambre recruitments@um.dk marked “**Application for Senior Strategic Communications and Cultural Affairs Advisor**” in the subject line no later than **Monday 20 October 2025**.

The Embassy is obliged to follow EU-rules of handling personal information (GDPR) when we receive and process job applications. Our processing of personal information will rely on your consent (art. 6, no. 1 litra a). Please read the privacy policy of the Danish Ministry of Foreign Affairs before applying (<http://um.dk/en/about-us/organisation/contact-information/the-ministry-of-foreign-affairs-of-denmark-personal-data-policy>). By sending your application, you actively consent to our processing of your personal information. In the above-mentioned policy, you can read more about your rights (among others your right to withdraw your consent), how we process your data and how to complain about our processing of your personal data.

The Embassy attaches great importance to equal opportunities for all and therefore welcomes applications from all qualified persons regardless of race, sex, religion, age, disability or sexual orientation.

Selected candidates will be invited for interviews – expected to take place in the last week of October.

The chosen candidate must present a “No Criminal Record” and pass security clearance by the Danish authorities prior to appointment.

Questions

For any questions regarding the position, please contact HR and Administrative Officer Nibedita Sengupta: nibsen@um.dk

About us

The Danish Embassy is part of the Danish Foreign Service. The Embassy covers India and the concurrently accredited countries of Sri Lanka, Maldives, Nepal and Bhutan. The Embassy is an ambitious, high-paced and dynamic workplace with approximately 71 employees, 13 of whom are posted from the Danish Ministry of Foreign Affairs. The Embassy has a flat management structure.