

Application deadline: Extended deadline to 26 April 2020

Digital Communications manager

ABOUT EIT URBAN MOBILITY

More information about EIT Urban Mobility and its activities can be found on: <https://www.eiturbanmobility.eu>.

EIT Urban Mobility, supported by the European Institute of Innovation and Technology (EIT), acts to accelerate positive change on mobility to make urban spaces more livable.

EIT Urban Mobility is an initiative of the European Institute of Innovation and Technology (“EIT”). Since January 2019 we have been working to encourage positive changes in the way people move around cities in order to make them more livable places. We aim to become the largest European initiative transforming urban mobility. Co-funding of up to € 400 million (2020-2026) from the EIT, a body of the European Union, will help make this happen.

	<p><i>We create systemic solutions that will move more people around the city more efficiently and free up public space.</i></p>
	<p><i>We bring all key players in urban mobility together to avoid fragmentation and achieve more.</i></p>
	<p><i>We engage cities and citizens from the word go, giving them the opportunity to become true agents of change.</i></p>

In order to support the vision of creating more livable urban spaces, EIT Urban Mobility is opening a job position for the role of **Digital Communications manager** to contribute to and manage digital communication activities and actions. S/he will contribute to strengthen the EIT Urban Mobility’s communications and promotion efforts with a view to increase the awareness, visibility and understanding of the EIT Urban Mobility’s activities, results and achievements.



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MAIN DUTIES AND RESPONSIBILITIES

Reporting to the Head of Communications and Stakeholder Relations, the jobholder will be part of the Communications and Stakeholder Relations team of EIT Urban Mobility. Communication, outreach and dissemination activities are an intrinsic part of the EIT Urban Mobility strategy, strengthened through integrated communication and are shaped by its communication framework, engaging partners and opinion leaders as ambassadors towards internal and external stakeholders. The communication framework consists of the following four pillars: 1) internal & external communications; 2) dissemination; 3) citizen engagement; and 4) public affairs and stakeholder relations. Through this framework, a pragmatic mix of internal and external communication platforms will be offered, general as well as targeted thematic outreach activities and specific EIT promotional actions.

The Communications and Stakeholder Relations team is responsible for the entire communication framework, which includes the provision of policy and strategic advice to the Management Team in developing and implementing the EIT Urban Mobility's communication strategy. It furthermore supports the analysis of potential synergies of and complementarities with other EU/ national/ regional innovation support mechanisms offering scope for alignment at EIT Urban Mobility and/or within the EIT Community.

The jobholder will **contribute to and manage digital internal and external communication activities and actions**. S/he will contribute to strengthen the EIT Urban Mobility's communications and promotion efforts with a view to increase the awareness, visibility and understanding of EIT Urban Mobility's activities, results and achievements.

In particular, the **Digital Communications manager** will be responsible for the following tasks:

- Responsible for content production and handling digital channels. This can, but is not limited to, planning and conducting interviews, post-production of videos and pods, etc.;
- Responsible for social media, inter-/and intranet content creation and management, including channel refocus, campaigning, monitoring and social listening;
- Manage, update and feed the EIT Urban Mobility website;
- Responsible for the internal and external newsletters, including managing databases, formatting, sending and monitoring;
- Create visuals for different channels and tools from website, social media to presentations, factsheets and publications;
- Support the Communications and Stakeholder Relations team with implementing and upgrading activities of EIT Urban Mobility related to (digital) content management, journalism and media;
- Support the Head of Communications and Stakeholder Relations in strategic issues related to the EIT Urban Mobility's internal and external communications;



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- Support with the development and implementation of the communication strategy and integrated content & brand strategy;
- Support with the further development of the EIT Urban Mobility brand, targeting different stakeholders, including citizens, and building cohesion within the EIT Urban Mobility partnership for a common vision and jointly supported brand;
- Support all functional areas – City Club, Academy, Innovation, Business Creation and Factory – with relevant communication and dissemination tools for their activities to maximize outreach and engagement with all audiences of EIT Urban Mobility in a coherent manner;
- Develop marketing and merchandising materials;
- Develop featured stories related to EIT Urban Mobility strategic objectives and challenges; content generation and messaging;
- Coordinate closely with and contribute to the objectives of the Communications and Stakeholder Relations team at EIT Urban Mobility's headquarter, as required.

The jobholder may be asked to carry out any other tasks as deemed necessary in the interest of EIT Urban Mobility. Especially during the first year, until the Communications and Stakeholder Relations team is fully staffed, the jobholder will also be in charge of media relations, content management, marketing and branding of EIT Urban Mobility. Thereby ensuring also qualitative partner/beneficiary communication.

KEY SKILLS AND EXPERIENCE

Qualifications

- Work experience of at least 3 years in the field of journalism, communication and digital media production or similar;
- Work experience in setting and implementing communication and/or media strategies and/or marketing campaigns;
- Work experience in creating digital media presence, including corporate website and/or social media;
- Work experience in drafting articles, press releases and/or speeches;
- Work experience in an EU institution, agency or body and/or international organization is considered an advantage;



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- Have a strategic mindset combined with hands-on and entrepreneurial approach, able to drive change and performance;
- Knowledge about urban mobility is not required but considered an advantage;
- Strong international experience, especially in working with European matrix organizations is a plus;
- Excellent communication skills in English, both verbally and in writing.

Soft skills

- Independent and results-oriented, able to grasp organization goals and strategies, and deliver technical solutions;
- Driven and passionate in fast-paced organization;
- A team player, capable of engaging with employees from different backgrounds and cultures, as well as able to work independently;
- A result driven, pro-active and pragmatic working attitude;
- Ability to manage sensitive situations while maintaining confidentiality;
- Ability to work well under pressure and to respond quickly to new demands.

ELIGIBILITY

General Conditions

By the closing date of this call, candidates must:

- be a national of an EU Member State or an EFTA state¹;
- enjoy their full rights as citizens²;
- have fulfilled any obligations imposed by national laws concerning military service;
- meet the character requirements for the duties involved.

¹ EFTA countries are Norway, Iceland and Liechtenstein as defined by as defined in Article 2 of the EEA agreement.

² Prior to the appointment, the successful candidate will be asked to provide a certificate of good conduct, confirming the absence of any criminal record.



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Education

Candidates are required to have:

- a level of education which corresponds to completed university studies of at least four (4) years attested by a diploma in an area relevant to the above tasks, such as journalism, communication, and digital media production; or
- a level of education which corresponds to completed university studies of at least three (3) years attested by a diploma in an area relevant to the above tasks, such as journalism, communication, and digital media production, with an additional year of relevant professional experience;
- English level of at least C1.

Only qualifications issued by EU Member State authorities and qualifications recognized as equivalent by the relevant EU Member State authorities will be accepted.

JOB AND CONTRACT TYPE

Full-time and of unlimited duration.

LOCATION

- The employee will be based in Barcelona, Spain
- Minor travel is expected (approx. 5-7 times per year)

APPLICATION PROCESS

EIT Urban Mobility is an equal opportunity employer and values diversity. To build a strong digital Europe that works for everyone it is vital that we have diverse range of skills, knowledge and experience in the sector. Therefore, we welcome applications from anyone who meets the above criteria and encourage applications from women, ethnic minorities, and other underrepresented groups.

To apply for this position, please send a full application form consisting of a letter of motivation and a current curriculum vitae to recruitment@eiturbanmobility.eu.

Please download the [application template](#) from EIT Urban Mobility site. Complete the four elements of the application:



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- 1) Personal **Contact Details**;
- 2) An **essential criteria** checklist;
- 3) A **Cover Letter** demonstrating how you match the skills defined in the job description – examples should be given;
- 4) A **curriculum vitae**.

Follow the naming process detailed below:

Format: Save your completed application form in **one single file** in either PDF or Word format.

File name: Name the file according to the model “*EITUM_DC_last name_first name*”. For example, Joanna Smith would name the file, *EITUM_DC_Smith_Joanna*.

Email title: The subject field should read “*Digital Communications_HR08-2020*”.

Send to: Send your completed application to: recruitment@eiturbanmobility.eu

Deadline for applications: 26 April 2020

Data Protection Disclaimer

Your personal data will be handled with utmost care by the EIT KIC URBAN MOBILITY, S.L. or its subsidiaries, as responsible. The aim for collecting this data is for the recruitment of the offered positions. We will process your personal data following your consent made by applying to such job offer.

This will allow us:

- *to enable you to submit your CV to apply for specific jobs.*
- *to match your details with the job vacancies and to eventually contact you;*
- *to retain your details and notify you about future job opportunities similar to the specific role for which you have contacted us;*
- *to answer your enquiries.*

Please note that your details may be shared with external parties supporting in the selection and review process. However, data will not be shared beyond these parties. We will keep your personal data only for as long as necessary.

Should you have any questions about Data Protection or you want to exercise your rights (access, correction, erasure, object or restrict processing, data portability, and any other relevant right), please email recruitment@eiturbanmobility.eu.



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