

Application deadline: 21 May 2021

# Events Manager

## ABOUT EIT URBAN MOBILITY

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 liveable.

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

## ABOUT THE COMMUNICATIONS AND STAKEHOLDER RELATIONS DEPARTMENT

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) EU 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.



Funded by the European Union



## ABOUT EIT URBAN MOBILITY EVENTS

Events are an important component of EIT Urban Mobility's communications strategy and play a pivotal role and channel for disseminating the success and impact of EIT Urban Mobility. Relevant events range from internally organised events such as the annual EIT Urban Mobility Summit, a key strategic, high visibility event involving hundreds of stakeholders from within the internal community; our partners, as well as high profile external guests, to smaller, governance and business cycle generated meetings such as the General Assembly. A number of core events are organised by the headquarters; those that relate to our Business Cycle of project development and to our programmes, Academy, Business Creation, Innovation, City Club and Factory, others by our Innovation Hubs and those belonging to programme activities, in most cases, by our partners.

- **Partners' events** such as matchmaking events and workshops, serve to build cohesion within EIT Urban Mobility partnership and to keep partners informed and involved to motivate them to contribute to all ongoing EIT Urban Mobility activities. Internal events also serve to enhance synergies, for mutual learning, collaborations and shared value creation.
- **External events** include events organised by EIT Urban Mobility and its Innovation Hubs which are open to non-partners and events where EIT Urban Mobility has an active role. Organised by the KIC itself may be networking events, events at local level to connect with the citizens, thematic events related to specific areas of expertise, hackathons, etc.
- The **EIT Urban Mobility Summit** is EIT Urban Mobility's flagship event to bring together its partners, as well as key stakeholders from all sectors, policy makers and scientific experts. Its aim is to showcase results of EIT Urban Mobility programmes and to discuss relevant topics in different formats. The significant purpose of the event is to strengthen its partnership and relations with key stakeholders and help position EIT Urban Mobility as the largest European initiative transforming Urban Mobility.
- **Events in which EIT Urban Mobility has an active role** are events that create awareness and visibility for the KIC among key stakeholders and the general public. The active role can be having a stand at an exhibition, co-organising a session in a larger event, participating as a panellist or giving a presentation about EIT Urban Mobility. These can be events at EU level and related to urban mobility topics of key stakeholders whom the KIC already has relations with, as well as events organised by the European Commission services, the EIT and other EIT Innovation Communities.

## MAIN DUTIES AND RESPONSIBILITIES

The jobholder will ensure that there is communications expertise evident in the planning and execution of these events to ensure appropriate content, messaging, speakers and attendees.

The Events Manager will be responsible for developing and implementing an effective, strategically driven, events plan, targeting diverse audiences and stakeholders to support EIT Urban Mobility's Communications strategy that supports the needs of the business cycle, (operationally driven), the needs of the portfolio, and

therefore the needs of the partners. This is an exciting time to join the EIT Urban Mobility and provides a fantastic opportunity to make a positive and meaningful impact, as we continue to enhance our profile, expert influence and drive thought leadership within the European urban mobility ecosystem.

The jobholder reports directly to the Head of Communications and Stakeholder Relations. The jobholder is required to provide specialist communications, stakeholder and events management advice, expertise and guidance to the Communications and Stakeholder Relations team and relevant functions at both a strategic and operational level.

We are looking for an experienced communications and events management expert with significant experience of designing and organising innovative and engaging events, ideally within the mobility sector or related industries or ecosystem. You will need strong experience in leading related projects utilising a multi-stakeholder approach with a proven track record of establishing effective working relationships with key partner and external stakeholders.

This is a challenging and highly visible role that will require high levels of resilience, flexibility and drive for results.

#### Tasks and responsibilities include:

- Have oversight of all external events activities, ensuring a coordinated approach to messaging that provides external stakeholders, staff and partners with regular, meaningful and consistent information;
  - Identify, track and gather events we are organising or engaging in from across the organisation to update on a consistent basis
  - Ensure high quality and engaging content for internal and external channels in a coordinated and timely way; develop creative ways to communicate key messages for and about our events, etc.
- Coordinate all aspects of event production including: communications and content strategy, the creative brief, location scouting, branding and design, technical and broadcast requirements, scheduling, logistics (e.g., renting of the venue and supplier negotiation/contracts), stakeholder engagement, pre-event planning, content and message development, associated materials, working with the external agency to support promotional and advertising requirements;
  - Make strategic recommendations regarding the third party events EIT Urban Mobility should engage in; provide relevant content and materials (e.g., presentations, talking points)
  - Identify and develop creative and innovative events approaches to maximise satisfaction of internal and external audiences as well as events outcomes
  - Investigate and advice on management tools for our events. Once contracted, optimise the usage of the events management tool for our events

- Translate the events strategy into tactical programmes with expected deliveries and outputs;
- Build relationships with Thematic Directors, Project Management Office, key partners and senior leadership, helping access and define the senior leaders events engagement, such as speaker arrangements, providing advice as required, working collaboratively to ensure consistent messaging on Brand and visibility in our channels and in other media;
- Develop, deliver and review policies and procedures for the delivery of effective events. Be responsible for developing and maintaining relevant processes and protocols across the organisation, including branding, messaging, supplier selection, agency management and strict adherence to procurement processes;
- Work collaboratively with the Communications and Stakeholder Relations team to build and promote the function's reputation as a strategic partner to the organisation. You will take our events and events related communications to another level, using analytics and building on feedback to ensure continual improvement;
- Serve as a resource, offering guidance and direction on regionally led events, to the Communications officers, Events managers and other relevant team members, such as the Managing Directors, of Innovation Hubs;
- Monitor, measure and refine events deliverables to ensure timely completion of deliverables, accuracy and effectiveness and within budget;
- Budget management: Including forecasting future budget needs, monitoring and managing income and expenditure;
- Lead and implement appropriate evaluation methods and processes to inform future events, communication activities and projects.

## REQUIRED KEY QUALIFICATIONS, EXPERIENCE AND SKILLS:

### Qualifications:

- Degree in Public Relations, Communications, Marketing or Hospitality.
- Substantial communications experience, ideally with leading agency and/or client side, including over 5 years' experience in Events management with a comprehensive understanding of innovative communication tools and methods, including leveraging and maximising traditional and digital channels.
- Strong experience in delivering large scale events combined with a high standard of quality in all events output.
- Fluent in English, both oral and written. Additional European languages are an advantage.

- Proven ability to design, develop and implement an integrated events strategy.
- Project management experience.
- Experience in / good knowledge of the mobility sector in Europe.
- Experience in organising virtual events is considered an advantage.

#### Skills:

- Creative strategic thinker who can both shape projects, drive delivery and personally execute; demonstrated analytical thinking capability.
- Highly developed influencing and collaboration skills. The ability to create a valuable and meaningful community and high levels of engagement.
- Ability to work at different levels; from briefing the CEO, working with senior leaders from our partner organisations, working with and providing guidance to teams of our Innovation Hubs, influencing across different regions and cultures.
- Strong team player with the ability to navigate a highly complex organisational structure and operational processes of a growing organisation.
- Proficiency in both long-term strategic planning and impromptu on-deadline performance; ability to work tight deadlines and across multiple projects.
- Self-starter, ability to use initiative, good work ethic with a can-do attitude.
- Good digital literacy (i.e., MS Office suite), and an ability to learn new events registration and networking software packages.
- Knowledge and understanding of the 'knowledge triangle', i.e., the intersection between education, research and industry, and in addition cities.

#### ELIGIBILITY

- Be a national of an EU Member State or an EFTA state<sup>1</sup>; Or have a work permit to work in Spain.

---

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

- Enjoy their full rights as citizens<sup>2</sup>;
- Excellent written and spoken English (C1 minimum); and one or more additional European languages preferred.

## JOB AND CONTRACT TYPE

- Permanent Spanish employment contract.

## LOCATION

- The employee will be based in Barcelona, Spain.
- Possibility to homework up to 2 days a week.
- Travel to different countries in Europe can be part of the job.
- No relocation expenses are assigned for this role.

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

- 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**.

---

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

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\_last name\_first name*". For example, Joanna Smith would name the file, *EITUM\_Smith\_Joanna*.  
Email title: The subject field should read "*Events Manager. HR051-2021*".  
Send to: Send your completed application to: [recruitment@eiturbanmobility.eu](mailto:recruitment@eiturbanmobility.eu).

**Deadline for Applications: 21 May 2021**

#### Data Protection Disclaimer

Your personal data will be processed with utmost care by the EIT KIC URBAN MOBILITY, S.L. or its subsidiaries.

The said processing will allow us to manage the recruitment of the offered positions, and more specifically:

- 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.

You can exercise your data protection rights, writing to [recruitment@eiturbanmobility.eu](mailto:recruitment@eiturbanmobility.eu).

You may find further information in the full GDPR Compliance privacy note for applicants available [here](#).