

Application deadline: 24 May 2021

# BUSINESS DEVELOPMENT OFFICER

## 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.

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

## MAIN DUTIES AND RESPONSIBILITIES

The **Business Development Officer** reports directly to the Factory Director. The primary focus will be to support product/service innovators in scaling up innovative urban mobility solutions globally. Including the continued analysis, pilot and implementation of new added value services of the Factory, the selected candidate will be responsible for implementing the digital inbound marketing strategy to help scale the mobility solutions portfolio of the EIT Urban Mobility, and to support the development of business relations with key Industry partners.

The job has elements of product portfolio management and marketing/sales strategy in the field of sustainable urban mobility. General Responsibilities include:

- Develop projects and delivery plans with the objective of scaling urban mobility solutions and create sustainable income for the EIT Urban Mobility partnership.



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- Define and lead the online content strategy and automated marketing campaigns to create a qualified lead database for the EIT UM digital marketplace.
- Develop and implement an inbound marketing strategy to position EIT Urban Mobility platform as the one-stop-shop of sustainable urban mobility solutions.
- Define and implement the CRM requirements for marketing campaign operations and analytics.
- Perform outbound business development activities for the EIT UM solutions portfolio by engaging with business partners (industry, cities, investors) and create project and sales opportunities for innovators.
- Participate in exploitation and scaling activities in publicly funded projects (Horizon Europe and others).
- Benchmarking the market regarding demands for sustainable mobility solutions.
- Contribute to the development of new added value services to scale urban mobility solutions.

## KEY SKILLS AND EXPERIENCE

- At least 5 year of working experience.
- Experience in marketing and sales in the mobility sector.
- Experience in innovative product market scaling.
- Experience in digital marketing and analytic tools.
- Experience in data visualization and reporting tools (power BI, tableau, etc) considered a plus.
- International working experience and in multicultural teams.
- Excellent communication and negotiation skills.
- Excellent consulting skills.
- Fluent in English (oral and written). Other European languages considered a plus.

## ELIGIBILITY

### General Conditions:

By the closing date of this call candidates must:

- be a national of an EU Member State or an EFTA state<sup>1</sup>; Or have a work permit to work in Spain.
- enjoy their full rights as citizens<sup>2</sup>;
- have fulfilled any obligations imposed by national laws concerning military service; and,

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

<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.



- meet the character requirements for the duties involved.

### Education

- University degree in Business Administration, Engineering or Marketing.
- Complementary master in Internet Business and/or digital marketing can be a plus.

## JOB AND CONTRACT TYPE

Full-time and of unlimited duration.

## LOCATION

- Preferred location: Barcelona. Other locations to be considered upon candidates' assessment.
- Limited travel may be needed (post-Covid).
- No relocation expenses are assigned for the 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**.

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 "*first name\_last name\_EITUM\_Fact\_BDO*". For example, Joanna Smith would name the file, *EITUM\_Fact\_BDO\_Smith\_Joanna*.
- Email title:** The subject field should read "*Factory – Business Development Officer*".

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**Send to:** Send your completed application to: [recruitment@eiturbanmobility.eu](mailto:recruitment@eiturbanmobility.eu).

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#### 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](#).

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