




Application deadline: 22 September 2021

Communication & Engagement Officer (IH East)

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

Activities are carried out by partner institutions that are allocated to five Innovation Hubs. The objective of the Innovation Hubs is to create a vibrant innovation ecosystem, ensuring effective knowledge and activity management and prominent regional visibility. The Innovation Hubs coordinate local and regional activities of EIT Urban Mobility and the network with the core partners and other parties involved in their Innovation Hub region. The five Innovation Hubs work closely together to achieve the goals and mission of the EIT Urban Mobility.



Funded by the European Union



MAIN DUTIES AND RESPONSIBILITIES

The **Communications & Engagement Officer** will be based in **Prague, Czech Republic** and support the Innovation Hub Director in managing the Innovation Hub East partnerships and wider ecosystem, while aligning with the Communications and EU Affairs team of EIT Urban Mobility in Barcelona.

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.

The jobholder will contribute to and manage all internal and external communication activities and actions from the Innovation Hub East. 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, specifically for the Innovation Hub East based in Prague.

This includes from a Communications & Event perspective:

- Prepare professional communication and content for (local/national/international) press in English (other CEE language is advantage) in close cooperation with our partners;
- Responsible for content production and handling digital channels. This can, but is not limited to planning and conducting interviews, post-production of videos and podcasts, etc.;
- Providing input for social media, inter-/and intranet content creation and management, including campaigning, monitoring and social listening;
- Support in the creation of visuals for different channels and tools from website, social media to presentations, factsheets and publications;
- Develop featured stories related to EIT Urban Mobility strategic objectives and challenges; content generation and messaging;
- Prepare presentations in line with the EIT Urban Mobility communication guidelines;
- 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;
- Coordinate closely with and contribute to the objectives of the Communications and EU Affairs team at EIT Urban Mobility's headquarter, as required.
- Have regular (online) meetings with the Head of Communications and EU Affairs to ensure brand coherence of EIT Urban Mobility throughout all Innovation Hubs;



- Closely align with the Headquarter in Barcelona on KIC and EIT Urban Mobility communication policies, regulations;
- Plan, organise and support in engaging promotional, business and social events (local and international), ensuring the target audience is engaged and the message of the event is marketed properly.
 - **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.
 - **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.
- Managing the whole process from the planning stage, right through to running the event and carrying out the post-event evaluation;
- Designing creative event concepts and ideas driving consumer action through brand interaction and experiences;
- 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;

This includes from an Engagement perspective:

- Regular, high-level communication with the Innovation Hub core, project and network partners;
- Prepare high-level events together with stakeholders within and outside the Innovation Hub East geography and ecosystem (covering the Czech Republic, Germany (Central), Hungary, Israel, Poland, Romania, Serbia, Slovakia and other countries in the CEE region);
 - 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.



- Draft pre-read documents and minutes for the Innovation Hub internal and external meetings;
- Research on existing stakeholders within the geography of Innovation Hub East;
- Negotiation with partners and non partners (industry, universities, research and cities) about their possible involvement in consortia and projects;
- Drive the integration of the extended knowledge triangle (industry, universities, research and cities) in alignment with the thematic officers;
- Support the visibility and reach of the Innovation Hub East at congresses, trade fairs and high-level meetings;
- Exchange of best practices to use synergies in the five EIT Urban Mobility Innovation Hubs' activities;
- Act as an intermediary between the partners of the Innovation Hub and the EIT Urban Mobility headquarter in Barcelona in administrative matters;
- Contribute to increasing the visibility, stakeholder awareness and knowledge of Innovation Hub East as well as its results among relevant stakeholders and decision-makers, through participation in high level events, steering groups and face-to-face meetings with strategic alliances
- Monitor, measure and refine events deliverables to ensure timely completion of deliverables, accuracy and effectiveness and within budget;
- Coordinate and participate in cross-KIC activities;
- Participate in and engage with EIT activities and events.

KEY SKILLS AND EXPERIENCE

- Work experience of at least 5 years in the field of journalism, communication and digital media production, events management or similar (activities as well as experience should be 60-70% on Comms and rest on Engagement);
- 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;
- Strong customer focus;
- Excellent communication and management skills;
- Proven international work experience;
- Capability, ability and fluency in working with academic, industry and / or city partners;
- Capacity to work on **physical** and **virtual events**, activities, communication and animation of the Hub network;
- Strong IT literacy - Expert in Office 365 (Microsoft Teams, Excel, Microsoft Forms, etc);
- Proven capability to meet deadlines;



- Proven capability in large event organization for different types of stakeholders;
- Experience with EIT KICs and EU-programs is considered an advantage;
- Professional knowledge in the mobility and/or energy sector (communication, innovation, business Creation) is considered an advantage;
- Distinct team player, creative thinker;
- Stress-resistant, hands-on and proactive mentality.

ELIGIBILITY

General Conditions:

By the closing date of this call candidates must:

- be a national of an EU Member State or an EFTA state¹; Or have a work permit to work in the Czech Republic.
- enjoy their full rights as citizens²;
- meet the character requirements for the duties involved.

Education

- Completed Business, Communications, Social Science higher education or Masters' degree or more than 5 years of equivalent professional experience³.
- Written and spoken English (C1) and one additional relevant community language is advantage

JOB AND CONTRACT TYPE

Permanent and Full-time position.

LOCATION

- Prague, Czech Republic;

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.

³ Only qualifications issued by an EU Member State authorities and qualifications recognised as equivalent by the relevant EU Member State authorities will be accepted.



- Some travel is expected.
- No relocation expenses are assigned.

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_Communication&Engagement Officer (IH East)*”. For example, Joanna Smith would name the file, *Joanna_Smith EITUM_Communication&Engagement Officer (IH East)*.
- Email title:** The subject field should read “Communication&Engagement Officer (IH East). HR065-2021”.
- Send to:** Send your completed application to: 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;

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- 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.

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

