

Application deadline: 10 November 2021

# Marketing Communications Officer – Business Creation

## 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 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>

In order to increase its reach into the start-up ecosystem, EIT Urban Mobility is seeking a Marketing Communications Officer for its Business Creation team – to be located either in the Headquarters in Barcelona, Spain, or in the EIT co-location centre in Stockholm, Sweden. The Marketing Communications Officer will be responsible for the online and physical marketing of all Business Creation activities across the EU and associated Horizon Europe countries.

## MAIN DUTIES AND RESPONSIBILITIES

The **Marketing Communications Officer** will support the Business Creation team in planning marketing campaigns, coordinating participation in events, developing and publishing marketing materials, developing and maintaining the Business Creation web landing page, and driving contributions to the overall EIT Urban Mobility marketing communications.

The jobholder will coordinate, contribute to and execute all internal and external communication activities relating to Business Creation. 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, targeted at the start-up ecosystems across all regions.

The Marketing Communications Officer will report to the Business Creation Director.

The position encompasses the following tasks:

- Prepare and run online marketing campaigns, and track and optimise performance through web analytics and SEO;
- Produce and manage digital channels, including planning and conducting interviews, post-production of videos and pods, etc.;
- Supervise social media presence, and create or re-distribute relevant content;
- Prepare and perform presentations of Business Creation activities in line with the EIT Urban Mobility communication guidelines;
- Create visuals for different channels and tools from website, social media to presentations, factsheets and publications;
- Develop featured stories related to Business Creation activities; content generation and communication;
- Support with the further development of the EIT Urban Mobility brand, targeting all region Start-up ecosystems;
- Have regular (online) meetings with the Director of Communications and EU Affairs, and coordinate and contribute as required;
- Closely align with the Headquarter in Barcelona on KIC and EIT Urban Mobility communication policies, regulations;

## KEY SKILLS AND EXPERIENCE:

### Experience

- Work experience of at least 5 years in the field of digital marketing and digital media production;
- Work experience in setting up and executing online marketing campaigns, analysing statistics and SEO;
- Work experience in creating digital media presence, including managing website and social media;
- Work experience in creating marketing content;
- Strong IT literacy - Expert in Office 365 (Microsoft Teams, Excel, Microsoft Forms, etc);

### Skills

- Well-developed communication skills
- Structured and Service-oriented personality
- Pro-active and self-starter attitude
- Independent worker but team player

## ELIGIBILITY

### General conditions

- 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>;
- 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 experience<sup>3</sup>.
- Written and spoken English (C1) and one additional relevant Hub community language.

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<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.

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

## JOB AND CONTRACT TYPE

Permanent and Full-time position.

## LOCATION

- Barcelona (Spain) or Stockhoom (Sweden);
- 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 "*EITUM\_first name\_last name*". For example, Joanna Smith would name the file, *EITUM\_Joanna\_Smith*.
- Email title: The subject field should read "*Marketing Communications Officer (BC). HR76-2021*".
- Send to: Send your completed application to: [recruitment@eiturbanmobility.eu](mailto:recruitment@eiturbanmobility.eu).

**Deadline for Applications: 10 November 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](#).