

Application deadline: 7 February 2022

# Content Writer

## 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.

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|  | <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>  |

## ABOUT THE COMMUNICATIONS AND STAKEHOLDER RELATIONS DEPARTMENT

The jobholder will be part of the Communications and EU Affairs 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) communication and outreach towards citizens; and 4) EU Affairs. Through this framework, a pragmatic mix of internal and external communication platforms are offered, general as well as targeted thematic outreach activities and specific EIT promotional actions.

## MAIN DUTIES AND RESPONSIBILITIES

The **Content Writer** will report to the Director of Communications and EU Affairs. The jobholder will be responsible for developing content, including blog posts, articles, landing pages, case studies and more, to support our goals of positioning EIT Urban Mobility as leading innovation community for urban mobility in Europe. S/he will contribute to strengthen the 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.

This includes the following tasks:

- Write engaging, compelling, informative content to attract our audience and engage their sustained attention.
- Provide well-researched written content through a variety of mediums, translating technical content into well-understood information utilising our organisational tone of voice and writing style.
- Write various content such as: blogs; presentations; speeches; articles; annual reports; video scripts; case studies; brochures; interviews; interactive content; papers; magazine articles; newsletters; etc.
- Pay attention to search engine optimization (SEO) and keywords to reach a target audience, attract new readers and to increase web traffic
- Analyse content performance and apply learnings to future content calendars
- Identify our audience needs and gaps in our content and recommend new topics. Research content topics as needed.
- Develop presentations of EIT Urban Mobility.
- Create key messages to be used across our channels that support all functional areas – City Club, Academy, Innovation, Business Creation and Factory – representing their activities to maximize outreach and engagement with all audiences of EIT Urban Mobility in a coherent manner.
- Develop featured stories related to EIT Urban Mobility strategic objectives and challenges.
- Proofread and edit content (generated by colleagues).
- Shaping and optimising the content strategy, editorial calendar, and content distribution plans, with the rest of the team.
- Ensure all-around consistency (style, fonts, images and tone).
- Update website content and provide input for social media publications as needed.
- Support with the development and implementation of the communication strategy and integrated content & brand strategy.

## KEY SKILLS AND EXPERIENCE

### Key Skills

- High-quality communication and writing skills with strong command of the written English language.
- Flexibility to adjust voice and tone to maintain consistency with brand guidelines.
- Ability to fact-check all editorial information and provide relevant and credible sources as needed.
- Excellent language skills, including ability to self-edit content for grammar and punctuation.
- Ability to prioritise and meet deadlines on a consistent basis.
- Demonstrated ability to translate complex technical and business subjects into engaging, understandable pieces.
- Ability to independently manage and move projects forward.
- Creative strategic thinker who can both shape projects, drive delivery and personally execute; demonstrated analytical thinking capability.
- Strong team player with the ability to navigate a highly complex organisational structure and operational processes of a growing organisation.
- Self-starter, ability to use initiative, good work ethic with a can-do attitude.

### Experience

- 3+ years' experience in copywriting, content creation or editing, ideally in the field of mobility, or related topics.
- Experience in reviewing copy and presenting concepts.
- Experience in researching and crafting SEO-focused content.
- Experience with writing across a variety of channels, in both print and digital formats.
- Good knowledge of (urban) mobility is considered an advantage.

## ELIGIBILITY

### General Conditions

By the closing date of this call candidates must:

- be a national of an EU Member State or have a working permit valid in Spain;
- enjoy their full rights as citizens;

- have fulfilled any obligations imposed by national laws concerning military service; and meet the character requirements for the duties involved.

## Education

- Bachelor's degree in Communication, English, Journalism, Marketing, Business or related field.
- Native level of English. Additional European languages are a plus.

## JOB AND CONTRACT TYPE

- Permanent Spanish employment contract.

## LOCATION

- The employee will be based in Barcelona, Spain.
- Possibility to homework.
- 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**.

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 “*Content Writer. HR081-2022*”.  
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](#).