

Application deadline: 8 June 2022

Media Content 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.

	<p>We create systemic solutions that will move 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>

Our Academy is a collaborative arena for lifelong learning, helping to build critical capabilities for innovation and transformation. We are training the next generation of urban mobility practitioners, needed by the urban mobility ecosystem of the future. The EIT Urban Mobility Academy has three main areas: the Master School, the Doctoral Training Network and the Competence Hub, as well as a Cross-KIC/RIS team which supports Academy collaboration with the rest of the EIT Community and Academy development within RIS (Regional Innovation Scheme) countries <https://www.eiturbanmobility.eu/ris/>. Our programmes are intersectoral, interdisciplinary, international, and entrepreneurial.

ABOUT THE ACADEMY COMPETENCE HUB (PROFESSIONAL SCHOOL)

Within the Academy, the Competence Hub offers intensive programmes on hot topics in urban mobility and transport to work with professionals from different sectors, such as project managers, engineers, city

executives and entrepreneurs, co-created by our partners in various locations in Europe. This lifelong learning initiative uses a variety of formats including light online material in a web-TV channel, online courses, in-project training, and co-creation work, as well as more conventional face-to-face seminars. It aims to train 50,000 people per year and to reach a total of 500,000 people per year through its online offers.

The different types of learning experiences we provide are the following:

- **EIT Urban Mobility Academy WebTV:** The WebTV is a compilation of short videos (2 to 10 minutes) produced and diffused on a regular basis. The aim of the WebTV is to connect with a high volume of urban mobility professionals from all sectors, by producing videos that provide short/introductory answers to the many questions they ask themselves when facing new professional challenges or responsibilities.
- **Short Online Courses (SFOCs):** The short online courses (45 minutes to 5 hours) are developed around the WebTV topics that gain most attraction or sustainable mobility topics for professionals that are not covered by existing training programmes and institutions. These courses provide compelling introductory learning contents on important urban mobility issues, trends, tools, etc.
- **Massive Open Online Courses (MOOCs):** We also offers a second category of online courses, our “MOOCs for professionals” (10 to 20 hours to fully complete, over a period of a few weeks/months). These longer and more comprehensive online trainings provide more advanced, detailed and academically rigorous content and training activities, yet maintaining a strong hands-on and applied focus that urban mobility professionals are looking for.
- **Face-to-face synchronous courses (F2F):** These courses can either be on site, online or blended, and are custom-built for specific organisations or communities of learners. They are made available at a cost and are designed to be replicated/scaled all over Europe. We build them in collaboration with leading European universities, research centres, consultancy firms and experts.

More information on the Competence Hub: <https://www.eiturbanmobility.eu/competence-hub/>

ABOUT THE JOB

The **Media Content Officer** reports to the Head of the Academy Competence Hub. She/he will oversee all digital content production and dissemination activities of the Competence Hub, focusing in particular on our Academy WebTV and the coordination of dissemination activities (digital/social marketing, community management, etc.). She/he will play an active role in managing and further developing our WebTV Youtube Channel as well as delivering 50-60 new WebTV videos yearly, making sure the video content that is produced is relevant, impacting and entertaining. All the videos produced by the Competence Hub must be rigorous from a content and scientific/educational perspective. They also need to be short, curated, well-balanced, and fast-paced, so that they are easy to watch and learn from, while also reaching a high number of viewers.

Tasks and responsibilities include:

- Sourcing, and referencing urban mobility related trending topics and news, so to identify relevant content, experts, organisations as well as subjects/topics to talk about, for the production of 50-60 WebTV videos every year.
- Planning and overseeing all video production activities (briefing, scripting, filming, editing, publishing, etc.), identifying and involving the relevant agencies/professionals and ensuring that the delivery of the videos meet the Academy Competence Hub's quality standards.
- In some cases, participating in the production of the videos (filming, editing) and/or as a speaker (scripting, filming) to present content or introduce other specialists, presenting themes and topics, etc.
- Overseeing the different activities and relative to the successful creation, curation and delivery of a new fully autonomous WebTV Youtube Channel (UMEx project) that builds upon and leverages the current WebTV playlist and videos.
- Planning and overseeing all video promotion, digital marketing as well as all social/community management activities with the relevant agencies/professionals so to successfully launch UMEx and build a growing community of over 10k subscribers by 2024.
- Coordinating all video and course promotion activities with EIT Urban Mobility's communication department. Planning and overseeing all video production activities (briefing, scripting, filming, editing, publishing, etc.) for the Competence Hub's videos presenting and promoting its training activities/courses.
- Day-to-day responsibilities for project monitoring and management. Monitoring of KPI's and milestones, reporting to the Head of the Competence Hub. Regular reporting on the progress of the activities, the fulfilment of the deadlines, the production of output, issuance of the deliverables and the consumption of resources.
- Ensuring optimal synergies with other initiatives from the Academy Master School and Doctoral Training Network and the rest of EIT Urban Mobility.

The position will be based in Barcelona office.

The job is a **permanent and full-time position**.

No relocation expenses are assigned.

THE PERSON WE ARE LOOKING FOR

We put a high value on your individual qualities and we are looking for someone who strives for making a difference together with other people:

We want you to have:

- 5+ years of experience working in video content production and delivery for online/traditional media.
- Demonstrable experience producing videos viewed by 10 000+ viewers.

The ideal candidate will have the following skills:

- Very good communications and project management skills – capability of organizing and managing a high number of events/projects/shootings in parallel;
- Motivated to work in a fast-moving, innovative environments;
- Organized, team player, pro-active and hands-on;
- Knowledge of the mobility sector and/or urban development is considered an advantage.
- Ability/interest to work “back-office” (topic identification, production planning, scripting, project management, filming, etc.) and “front-office” (participation in videos, interviewing, etc.)
- Capability and fluency in building and nurturing strong business relationships/networks with content generators and production agencies.

To be a fit for this role, the candidate should:

An ideal candidate will strive to generate positive environmental and social impact in line with EIT Urban Mobility’s mission. We are looking for individuals with a “can do” attitude, who are passionate about digital content production and dissemination activities with a rigorous scientific/educational perspective.

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 to work in Spain;
- enjoy their full rights as citizens;

- meet the character requirements for the duties involved.

EDUCATION

- Master's degree in Journalism or equivalent training or working experience.
- Excellent written and spoken English (C1), additional European languages are a plus.

OUR OFFER

- Permanent and Full-time position.
- Possibility to homework up to 2 days a week.

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 "*Media Content Officer. HR100-2022*".
- Send to: Send your completed application to: recruitment@eiturbanmobility.eu.

Deadline for Applications: 8 June 2022

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.

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