

Application deadline: 31 May 2022

Press & Media Relations Officer

BACKGROUND

EIT Urban Mobility, an initiative by the European Institute of Innovation and Technology (EIT), acts to accelerate change on making urban spaces more liveable. Since 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.

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

ABOUT THE JOB

The **Press and Media Relations Officer** will report to the Director of Communications & EU Affairs and will support the Communications & EU Affairs team and work in close cooperation with and provide support to our Innovation Hubs. To support the goal of positioning EIT Urban Mobility as leading innovation community for urban mobility in Europe, the jobholder will be responsible for developing and delivering EIT Urban Mobility's media relations activities, including preparing and distributing press releases, identifying and building relationships with relevant journalists, media agencies and influencers, to support our goals of. S/he will contribute to strengthen EIT Urban Mobility's communications, promotion, and outreach efforts with a view to increase the awareness, visibility and understanding of the EIT Urban Mobility's activities, results and achievements.

The job requires a lot of different things of which a few important ones are:

- Develop, proofread and (re)write press releases and media statements for our headquarters and support different departments and the Innovation Hubs with press activities and media relations as

required, sell in stories to journalists and respond to external media with speed and accuracy ensuring that each opportunity is fully maximised;

- Build, maintain and develop a strong network of media contacts in Europe, including with relevant EU media, and across all relevant channels, including traditional media, digital, social media and blogger engagement;
- Preparing press kits, case histories and additional material for use by the media with the aim of conveying a positive image of the organisation;
- Build a high impact, positive media profile for EIT Urban Mobility across Europe and produce proactive media campaigns;
- Support, advise and brief spokespeople to media interviews/press conferences; this includes preparing the spokespeople by writing a briefing document beforehand and may require attending the interviews;
- Identify opportunities to package up and pitch the organisation's work to secure increased levels of media coverage. Identify and scope opportunities for proactive communication articles and projects;
- Liaise with the Content Writer and other team members regarding any forthcoming results, published articles, blogs or policy papers;
- Manage EIT Urban Mobility's media monitoring and database services, and produce regular media coverage analysis reports;
- Organise and manage press and media events;
- Organise media training for spokespeople; writing Q&As where appropriate.

The position will be based in **Barcelona**.

Permanent and full-time position, with possibility to homework up to 2 days a week.

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 also want you to have:

- Minimum 3 years related professional experience;
- High-quality communication and writing skills with strong command of the written English language;
- Proven ability to develop and implement effective media relations campaigns, including hands on experience of reactive media work;

- Excellent media relations skills and proven ability to build positive co-operative working relationships with journalists; Networking abilities;
- 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;
- 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;
- 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 in the below would be considered as a plus:

- 3+ years' experience in press or media relations, journalism, public relations, or similar, ideally in the field of mobility, or related topics.
- Experience with writing across a variety of channels, in both print and digital formats.
- Good knowledge of (urban) mobility is considered an advantage.
- Experience in working within the EU ecosystem is considered an advantage.

To be a fit for this role:

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 disseminating knowledge, know-how, good practices and lessons learnt.

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

- Degree in Journalism, Media, Public Relations, or related field
- Written and spoken English (C1), another European language is a plus.

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.

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 PDF 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 "*Press and Media Relations Officer. HR098-2022*".
- Send to: Send your completed application to: recruitment@eiturbanmobility.eu.

Deadline for Applications: 31 May 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](#).