

Application deadline: 1 December 2022

Communications and Digital Marketing Officer

Cross-KIC Education

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 EIT URBAN MOBILITY ACADEMY

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. Our programmes are intersectoral, interdisciplinary, international, and entrepreneurial.

Within the Academy, there are four main areas: the Master School, the Doctoral Training Network, the Competence Hub, and the Education Capacity Building team.

This **Communications & Digital Marketing Officer** will be part of the Education Capacity Building team, which work with the other 7 EIT Knowledge Innovation Communities (KICs) to implement joint education

programmes (*Cross-KIC Education*), and implement and support education activities in RIS countries (*RIS Education*).

More information on the Education Capacity Building: <https://www.eiturbanmobility.eu/academy/education-capacity-building/>

ABOUT THE JOB

The **Communications & Digital Marketing Officer** will report to the Education Programme Manager, and work with other Education Officers and an Education Assistant on pan-European education projects.

He/She will be EIT Urban Mobility's communications lead in projects funded through the **Strategic Education Cluster**. The Strategic Education Cluster is a Cross-KIC project that aims at integrating education activities from different KICs, creating joint offerings and opening new opportunities for raising EIT's profile and for market penetration. Among other things, the Cluster hopes to further connect all KICs' education offer to the current and future needs of the labour market.

Within the Strategic Education Cluster, the **Communications & Digital Marketing Officer** will mainly work on two projects, namely the **Deep Tech Talent Initiative** and the **EIT Virtual Campus**:

- **Deep Tech Talent Initiative:** The Deep Tech Talent Initiative is a pan-European programme that will provide one million people with deep tech skills to leverage the new technologies to enable the green and digital transition in Europe. The successful candidate will lead on the communications side of this project, ensuring that all key audiences are aware of, and engage with the opportunities to achieve deep tech-related re- and upskilling in Europe. More information on the Initiative [here](#).
- The **EIT Virtual Campus** is a platform that will be launched in December 2022 and will be a one-stop shop for all education resources published by the KICs. It will have a crucial role in helping KICs' education resources achieve further and deeper market penetration, reach more learners, and as a result accelerate skills acquisition for the green economy in Europe. The successful candidate will coordinate the dissemination efforts to ensure a community is built around the EIT Virtual Campus to attract and retain users/learners.

Main tasks and responsibilities include:

- For **Deep Tech Talent Initiative**:
 - Work with external contractors to design a communications and dissemination strategy for the Deep Tech Talent Initiative, to contribute to the goal of training 1 million deep tech talents until 2025. The strategy will need to take into account the needs and the potential

- contribution of key stakeholders, including: education and training providers; enterprises or enterprise associations; financing partners; and member states and institutional partners.
- Implement the communications and dissemination strategy using the most fit-for-purpose media channels, which may involve a mix of organic social, paid social, digital PR campaigns, paid search, and email marketing. Lead and coordinate Digital Marketing campaigns and the production of content for dissemination.
 - Evaluate the reach and impact of the communications and dissemination strategy annually and adapt it to the changing needs of the initiative and key stakeholders.
 - Liaise with EIT, other KICs, and key Initiative stakeholders to ensure all communications and dissemination actions are properly aligned and messaging is coherent across the board.
 - Work closely and in alignment with the central Communications & EU Affairs team, to ensure communication and dissemination activities are implemented in line with the organisation's planning and requirements. If needed, monitoring and reporting should be aligned as well.
- For **EIT Virtual Campus**:
 - Work with our external contractor to implement the digital marketing strategy delivered in 2022. The **Communications & Digital Marketing Officer**'s main responsibility will be to build a dynamic community of learners, professionals and innovators around the EIT Virtual Campus. This will include:
 - Managing the EIT Virtual Campus's Digital Marketing accounts, including engaging and interacting with the community through Digital Marketing.
 - Deliver tailored communications campaign.
 - Lead or support on tasks related to organic social, paid social, PR, email marketing, her campaigns, and other relevant activities.
 - Plan, commission and deliver content for the EIT Virtual Campus blog.
 - Support in the creation of visuals for different channels and tools from website, Digital Marketing to presentations, factsheets and publications.
 - Liaise with the KICs to ensure that (a) the EIT Virtual Campus-related communications led by EIT Urban Mobility take into account the needs of all KICs; and (b) that KICs obtain timely guidance on what, when, and how communicate information about the ET Virtual Campus through their own channels to ensure coherent messaging across accounts.
 - Analyse user data to understand our community's composition and how we should invest media-wise accordingly.
 - Work in alignment and coordination with the central Communications & EU Affairs team, to ensure communication and marketing activities are implemented in line with the organisation's planning, requirements and in a coordinated way, for an optimal result. If needed, monitoring and reporting should be aligned as well.

The **Communications & Digital Marketing Officer** will also support the Education Capacity Building team in any communications-related tasks if needed, and collaborate with other teams within Academy when needed.

The position is based in **Barcelona**.

This is a **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.

The ideal candidate would have:

- Relevant work experience of 3-5 years in the field of communication, marketing, public relations or similar, with a strong background in the digital environment.
- Experience in developing and implementing communication strategies and plans.
- Experience in managing and sourcing suppliers and external support.
- Excellent communication and project management skills.
- Excellent communication skills in English.
- Experience working with higher education institutions or other education institutions.
- A strong belief in the power of education to change the world surrounding us.
- A trained eye for political and policy sensitivities

Experience in the below would be considered as a plus:

- Working in education projects or educational institutions
- Innovation and entrepreneurship, whether it be in the education realm, start-up projects, or others.
- EU-funded projects, particularly as project manager and/or fundraiser.
- Committed, proactive, trustworthy, accurate and respect of timelines and deadlines.
- Professional use of MS Office (mainly Excel, Teams, Sharepoint) and project management tools including Asana.

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

- A qualification in the field of communications, Public Relations, journalism or related discipline; or equivalent experience (applicants without formal qualifications will not be penalised if they have relevant work experience in this field).
- Written and spoken English (C1), any other 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 “Communications & Digital Marketing Officer – HR130-2022”.
- Send to: Send your completed application to: recruitment@eiturbanmobility.eu.

Deadline for Applications: 1 December 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](#).