

Application deadline: 11 December 2022




Marketing Communications Officer

Maternity Leave Replacement – Impact Ventures

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 move 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> |

EITUM invests in early-stage European-based mobility start-ups, developing innovative technologies that have the potential to make a positive impact on people and planet while being profitable.

Since 2020, EIT Urban Mobility has invested in 33 companies in the pan-European markets. We expect our portfolio to grow by 400% in the next 5 years.

Our portfolio companies are developing technologies and solutions shaping the future of the urban mobility landscape.

ABOUT THE JOB

Our current Marketing Communications Officer will be going on planned maternity leave between 1st February 2023 and 1st September 2023. In order to maintain its reach to the start-up ecosystem, EIT Urban Mobility is seeking a temporary Marketing Communications Officer for its Impact Ventures team – to be located either in the Headquarters in Barcelona, Spain. The Marketing Communications Officer Temp will be responsible for the online and physical marketing of all Impact Ventures activities across the EU and associated Horizon Europe countries.

The **Marketing Communications Officer Temp** will support the Impact Ventures team in planning marketing campaigns, coordinating participation in events, developing and publishing communication materials, developing and maintaining the Impact Ventures 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 Impact Ventures. 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 Temp will report to the Impact Ventures Director.

The position encompasses the following tasks:

- Develop featured stories related to Impact Ventures activities; content generation and communication;
- Organize event activities and participation of the Impact Venture team and EIT Urban Mobility start-ups
- 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 Impact Ventures 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;
- 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 with the HQ Coms team;

- Closely align with the Headquarter in Barcelona on KIC and EIT Urban Mobility communication policies, regulations;

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

The job is a **temporary (estimation 6 months) 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.

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.

The ideal candidate:

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

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 supporting early-stage mobility entrepreneurs. The candidates can work in a dynamic environment, have entrepreneurial drive, an analytical mind with extreme attention to detail.

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;

EDUCATION

- Completed Business, Communications, Social Science higher education or Masters' degree or more than 5 years of equivalent professional experience¹.
- Written and spoken English (C1) and one additional relevant Hub community language.

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 PDF.
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 Temp. HR76-2021*".
Send to: Send your completed application to: recruitment@eiturbanmobility.eu.

¹ Only qualifications issued by an EU Member State authorities and qualifications recognised as equivalent by the relevant EU Member State authorities will be accepted.

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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.

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