



Maternity leave replacement – Communication Officer (community management)

General advert

October 2020

Introduction

Interreg Europe (2014-2020) is a Europe-wide funding programme, aimed at improving regional policy implementation through interregional cooperation. It targets policymakers and implementers of regional policy, in particular those responsible for Structural Funds. For its implementation, a Joint Secretariat (JS) has been set up in Lille (France).

The programme offers two actions: interregional cooperation projects and policy learning platforms. Projects can run 3-5 years, and platforms will run for eight years.

The programme addresses four themes:

- Strengthening research, technological development and innovation
- Enhancing the competitiveness of SMEs
- Supporting the shift towards a low-carbon economy in all sectors
- Protecting the environment and promoting resource efficiency

Further information on: www.interregeurope.eu

The JS is looking for a Communication Officer with a focus on community management and digital outreach to cover a maternity leave (4 to 9 months).

The Communication officer should have good knowledge of, and a genuine interest in, the community and online environment. The person will be responsible for ensuring the implementation of the programme's digital strategy, including setting up, running and evaluating social media campaigns. Ideally with experience communicating in a European, institutional, public policy arena, the person will propose and coordinate content publication across all digital channels using storytelling techniques and will build and activate community of policymakers.



Job profile

Tasks and responsibilities

The following is an indicative, but not exhaustive list of expected activities:

Task 1 on specific profile tasks

- Implement programme's digital strategy including community management and propose updates when necessary
- Define, develop and work with third parties on digital projects when relevant
- Manage programme social media tools incl content publication calendar
- Develop and implement programme digital promotional campaigns
- Analyse and evaluate reach of online tools to target groups and propose alternative methods as required
- Contribute to online events organisation

Task 2 on programme-related tasks

- Contribute to programme communication tools (website content update, events, publications, video) as required
- Contribute to the development of programme implementation tools and templates (i.e. programme manual, application form, database)
- Contribute to activities planning and reporting as required
- Participate and present in third-party events when required
- Contribute to/participate in programme Monitoring Committee meetings if required
- Coordinate relevant external suppliers and contractors

Task 3 on Policy Learning Platforms

- Liaise with platform coordinator and platform communication team to ensure coherence and links between platform content and programme's online presence, incl social media
- Ensure platform online tool respects programme identity and guidelines

Task 4 on Interregional Cooperation Projects

4.1 Project development

- If required, define and develop website and tools for project development (instructional videos, FAQ, partner search/project idea tools)

4.2 Project assessment

- If required, participate in project eligibility assessment
- If required, advise where required on project applications on communication aspects

4.3 Project implementation

- Identify relevant content for web (success stories, news, project outputs etc)
- Define and develop website and tools for project promotion, success stories, video testimonies etc
- Coordinate programme social media tools for projects and ensure links to project social media tools
- If necessary, contribute to monitoring communication aspects of project implementation



Qualifications / Selection criteria

Requirements:

- University degree in a relevant field;
- 2 years minimum experience in digital communications: social media, community management (building and activating online community)
- proven ability to develop and implement online campaigns (planning, implementation, reporting and evaluation);
- fluency in English and proficiency in at least one of the other EU languages; other languages appreciated;
- experience in project management, working with external suppliers
- outstanding organisational skills, accuracy and assertiveness;
- familiarity with web tools (CMS; Mailchimp; Business tools for social media eg Facebook business manager, AgoraPulse; Google suite tools eg analytics; drive; youtube, etc)
- good computer literacy (Microsoft Office and database software);
- good knowledge of and genuine interest for the online environment

Desirable:

- Experience in EU-funded projects or programmes; preferably on Structural Funds
- Knowledge of European Union institutions and policies, Cohesion policy in particular, preferably through practical experience;
- Video making and editing, experience with Adobe Creative Cloud, Canva or similar;
- Knowledge of variety of content formats including video/audio, mobile, social networking and user generated content.

Other relevant skills:

- capacity to work in an international environment;
- sense of initiative;
- good analytical skills;
- ability to anticipate, propose and implement solutions;
- open-mindedness;
- independence, but good team working abilities;
- ability to juggle different tasks at the same time and to respect deadlines.

Location

Interreg Europe Joint Secretariat, Les Arcuriales – 45, rue de Tournai, entrée D, 59000 Lille, France.

Terms of employment

The position is based on a contract under French law. Contract will be made between the individual and the GEIE GECOTTI-PE, on behalf of the Région Hauts-de France, Managing Authority of the programme. **The position is in Lille (France).** The assignment (short term contract) will **start beginning of January 2021** (exact date to be confirmed according to the start date of the maternity leave) and will cover the maternity leave absence (4 months maternity leave) + an additional period of parental leave (expected until September 2021).



Remuneration package

The Secretariat offers a competitive salary along with comprehensive medical cover and pension plan.

Salary: EUR 3800 Gross, EUR 2900 net before French income tax (and approximately EUR 2500 per month after tax and charges for a single person without children living in France – not binding).

Applications

All applications including the below documents, should be submitted in English:

- a covering letter
- a Curriculum Vitae in standardised Europass format
<https://europass.cedefop.europa.eu/documents/curriculum-vitae>
- a registration form (Excel document provided in the ad)
- a **1-2 page document** answering the questions in the experience check list

This documentation will form the basis of the initial stage of candidate assessment.

The applications are to be sent by e-mail to HR@interregeurope.eu, please indicate in the subject line: "your name - position of Communication Officer"

Closing date for applications: 09 November 2020 12:00 CET (noon)

Candidates are invited to provide an easy way to contact them (mobile phone or landline) before and after the interview.

Interviews

Selection will be made through a competition based on interview with the Secretariat.

The secretariat reserves the right to shortlist candidates in the manner it deems most appropriate, including on the basis of the essential requirements.

Pre-selected candidates will be invited for a short phone interview on **Thursday 12 November 2020** (invitation will be sent on 10 November).

Successful candidates will be asked to participate to online interviews on **Thursday 19 November:**

- one hour interview with a panel composed of representatives of the secretariat and the managing authority of the programme,
- one hour interview with a HR consultant,
- Thirty minutes practical exercise.

EEIG GECOTTI-PE, 45 rue de Tournai 59000 Lille France, will collect, process and store the information that you provide when you apply. This data will be used for recruitment purposes only. The data of candidates invited to the interview in Lille will be shared with our HR consultant and the Managing Authority who will use it only in accordance with our instructions and in the same purposes. The data of other candidates will not be shared with anyone else. We will keep this data for audit purposes in respect of Common Provisions Regulation (EU) No 1303/2013 Article 140. When the period stipulated in this article is over, we will delete it. If you require the erasure of your personal data before that date, please email us at HR@interregeurope.eu