




Application deadline: 22 August 2022

# Communication and Events Officer (IH North)

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

## ABOUT THE JOB

The **Communication and Events officer** will report to the Head of Innovation Hub North in developing and implementing all the communication and dissemination activities of the Innovation Hub North and will work in close alignment with the Communications and EU Affairs team at central level (headquarter level).

More specifically, the position encompasses the overall responsibility for, and management of, the internal and external communication of EIT Urban Mobility at local level. This will be executed in alignment with the HQ overall communication strategy and planning. It covers setting up communication strategies towards different local stakeholders, the implementation and management of different

communication tools and activities, communication materials and events, always respecting the EIT brand requirements.

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

### Communication:

- Produce communication plans for the Innovation Hub and feed it into central communications plan
- Roll-out and tailoring of communication campaigns centrally developed for Innovation Hub North according to HQ guidelines
- Tailor central communication campaigns and material to the needs of the Innovation Hub
- Act as brand custodian for all locally implemented communication and dissemination activities
- Act as central contact point of the Innovation Hub for all activities related to communications and events, to collate inputs for editorials, social media, websites, partners, etc. and complete an initial assessment of communication actions required;
- Editorial planning for the Innovation Hub (topics/success stories to share), covering its geographic area & content production. This can, but is not limited to planning and conducting interviews, supporting in the post-production of videos and podcasts, providing input for social media, inter-and intranet content creation and management, including campaigning, monitoring and social listening;
- Manage regional/local media relations and prepare professional communication and content for (local/national/international) press and media in English and in Danish;
- Support in the creation of visuals for different channels and tools from website, social media to presentations, factsheets and publications;
- Prepare presentations in line with the EIT Urban Mobility communication guidelines;
- Source and manage local supplier/agencies and budget (in alignment with HQ level);
- Support operationally the communication activities led by EIT Urban Mobility local partners;
- Support with the further development of the EIT Urban Mobility brand, targeting different stakeholders, including citizens, and building cohesion within the EIT Urban Mobility partnership for a common vision and jointly supported brand;
- Activity monitoring and reporting (in alignment with the HQ team);
- Be an active member of the communications ecosystem of EIT Urban Mobility. This includes the following tasks:
  - Feed Innovation Hub activities, events and results into the central communications team, repository and plan
  - Share centrally created content and information with relevant users within the Innovation Hub
  - Measure impact communication and events activities, identifying improvements and good practices

- Manage relevant budgets

**Events management:**

- Organize and coordinate EIT Urban Mobility events at Innovation Hub level aligned with the branding and communication and dissemination plans and following the events guidelines;
- Plan, organise and support in engaging promotional, business and social events (local, national and international), ensuring the target audience is engaged and the message of the event is marketed properly. Managing the whole process from the planning stage, right through to running the event and carrying out the post-event evaluation. This includes providing support to the visibility and reach of the Innovation Hub at congresses, trade fares and high-level meetings;
- Develop the communication plan for the campaign of events of Innovation Hub North and cover the event in social media posts, by writing texts, making photos and videos, in coordination with the Communication and EU Affairs team at HQ level;
- Contribute to increasing the visibility, stakeholder awareness and knowledge of Innovation Hub North as well as its results among relevant stakeholders and decision-makers, through participation in high-level events, steering groups and face-to-face meetings with strategic alliances;
- Coordinate the relationship with suppliers and ensuring regular follow-up; providing support with quotes revision, invoice control, onsite supervision;
- Provide support to the organisation of EIT Urban Mobility's yearly flagship event;
- Monitoring of events impact and reporting.

The position is based in **Copenhagen (Denmark)**.

**Permanent and full-time position.**

No relocation expenses are assigned.

Some travel is expected.

**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:

- Relevant work experience of at least 5 years, e.g. in the field of journalism, communication and public relations, or similar;
- Experience in working with KPIs related to communication and events and monitoring of work;
- Experience in developing and implementing communication strategies and plans;
- Experience in writing, editing and proofreading articles and press releases;
- Experience in managing and sourcing suppliers and external support
- Ability to source stories from staff and partners;
- Excellent communication and management skills;
- Excellent communication skills in English, both verbally and in writing;
- Proven ability to design, develop and implement online and physical events of all sizes;
- Have a strategic mindset combined with hands-on and entrepreneurial approach, able to drive change and performance;
- Strong team player with the ability to navigate a highly complex organisational structure and operational processes of a growing organisation;
- Proficiency in both long-term strategic planning and impromptu on-deadline performance; ability to work tight deadlines and across multiple projects;
- Demonstrated ability to translate complex technical and business subjects into engaging, understandable pieces;
- Self-starter, ability to use initiative, good work ethic with a can-do attitude.

#### Experience in the below would be considered as a plus:

- Professional knowledge in the mobility sector 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 communication and events.

## 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 Denmark.
- enjoy their full rights as citizens;

- meet the character requirements for the duties involved.

## EDUCATION

- Higher education or Masters Degree in Business, Communications, Events, Public Relations, Journalism, or similar;
- 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 “*Communication and Events officer. HR113-2022*”.
- Send to: Send your completed application to: [recruitment@eiturbanmobility.eu](mailto:recruitment@eiturbanmobility.eu).

**Deadline for applications: 22 August 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](mailto:recruitment@eiturbanmobility.eu).

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