

# Communication (social media) officer

July 2023

## Introduction

Interreg Europe (2021-2027) 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. The programme is covering 27 EU member states, Norway and Switzerland, extension of the territory to several EU candidate countries is planned.

The programme offers two actions: interregional cooperation projects and the Policy Learning Platform. Projects can run 3-5 years, and the Platform will run for eight years.

The programme focuses on capacity building and for the 2021-2027 period, it covers all topics relevant to the cohesion policy. The total programme budget amounts to 379 million euros.

Further information on: [www.interregeurope.eu](http://www.interregeurope.eu)

For implementation of the programme, a joint secretariat has been set up in Lille (France).

**The joint secretariat is looking for a communication officer with a focus on social media.**

The communication officer should have a good knowledge of digital landscape and be passionate about social media. The person should also have a good eye for visuals and design, and eager to take pictures and create other visuals. The person will be responsible for ensuring the implementation of the programme's presence on social media, including setting up, running and evaluating social media campaigns. Ideally with experience in 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 online community of policymakers. The person will be also in charge of internal communication projects of the organisation.

## Tasks and responsibilities

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

### Tasks 1: specific profile tasks

- Ensure implementation of relevant parts of programme's communication strategy and propose activities accordingly
- Contribute to the yearly communication plan preparation, implementation and reporting
- Manage programme's social media
- Define, develop and implement digital communication projects and work with third parties when relevant
- Analyse and evaluate the reach of online tools to target groups and propose alternative methods as required
- Further develop a database of copyright-free images and other visuals for communication purposes

- Contribute to online and in person events' organisation
- Work with third parties to implement various projects if needed
- Drive internal communication projects

### **Tasks 2: 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 planning and reporting on activities 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
- Contribute to public procurement procedures related to communication

### **Tasks 3: the Policy Learning Platform**

- Ensure coherence and links between platform content and programme's social media
- Ensure that the Platform social media posts respect programme identity and guidelines

### **Tasks 4: Interregional Cooperation Projects**

#### Project development

- Define and develop social media or digital tools for project development as required

#### Project assessment

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

#### Project implementation

- Identify relevant content for social media and web (success stories, news, project outputs etc)
- Define and develop social media tools for project promotion, success stories, video testimonies etc
- If necessary, contribute to monitoring communication aspects of project implementation
- Coordinate programme social media tools for projects and ensure links to project social media tools
- Contribute to preparation of communication materials for the programme and projects (e.g. project poster, logo, etc.)

## **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 and social media tools (CMS; Mailchimp, analytics for web and social media, Zoom, etc)
- good computer literacy (Microsoft Office and database software);
- good knowledge of and genuine interest in the online environment.

**Desirable:**

- Experience in photography and photo-editing skills;
- Video making and editing, experience in 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 (long term contract) will start as soon as possible.

## Remuneration package

**Salary:** from EUR 4,136 Gross (approximately EUR 2,800 net after tax and charges for a single person without children living in France – not binding).

## Applications

All applications should be submitted in English and include the documents below:

- a **motivation letter highlighting the main reasons for applying to the position**
- a **Curriculum Vitae** in standardised [Europass](#) format
- a **1-2 page document** answering the questions in the experience check list
- a **registration form** (Excel format)

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

**Please send your application by e-mail to [HR@interregeurope.eu](mailto:HR@interregeurope.eu) and indicate in the subject line:**

*“your name - position of Communication officer – social media”*

## Closing date for applications: 10 September 2023

Candidates are invited to provide an easy way to contact them (mobile phone or landline).

## 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 based on the profile requirements. Pre-selected candidates will be invited for a short phone interview on **Tuesday 19 September 2023** (morning).

Successful candidates will be asked to come to Lille for an interview on **Friday 6 October 2023**:

- 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](mailto:HR@interregeurope.eu)*