



## Interreg Europe Policy Learning Platform

Interreg  
Europe



Co-funded by  
the European Union

### Job profile:

## Communication Expert for Promotion and Events

- Full-time position
- Based in Lille, France
- Min. 3 years of relevant communication experience
- For candidates ready to walk the extra mile

- *Are you eager to spread the word about European cooperation with dedicated activities, tools and campaigns?*
- *Are you passionate about organising high quality events which put a lasting smile on the participants' faces?*
- *Are you motivated to work in an international environment for the benefit of local and regional development across Europe?*
- *Is your working spirit driven by the values of excellence, creativity and teamwork?*

*If your immediate response is four times yes, don't wait and take a closer look at our job ad.*

### What is the Interreg Europe Policy Learning Platform about?

As an innovative tool of European cooperation, the Policy Learning Platform of Interreg Europe is an interactive space for continuous learning dedicated to local and regional policymakers. Whether we talk about sustainable urban mobility, the management of nature parks or the competitiveness of small companies in rural areas, many



smart solutions have already been developed and tested by cities and regions across Europe. Hence, why to reinvent the wheel when you can get inspiration and share ideas with those who are facing similar challenges.

Complementing the funding for interregional cooperation projects provided by [Interreg Europe](#), the Policy Learning Platform represents the second pillar of the programme and is run by an external consortium led by [GAC Group](#).

Through interregional peer reviews, networking events, webinars, online discussions, good practices and publications we provide practical tools and knowledge for the development of better regional policies for the future. Following the motto 'the more concrete the better', we are striving for Europe-wide peer learning experiences which create concrete benefits and lasting impacts for the day-to-day work of our community: local and regional policymakers from all across Europe. Consequently, as you will agree, pro-active promotion and targeted event formats are key to achieve our ambitions and objections in practice.

### **Whom are we looking for?**

Building on the manifold experiences gained since the launch of the Policy Learning Platform in 2016, we aim at reinforcing our team in Lille with an experienced communication expert for promotion and events. Under the coordination of the programme's Head of Unit for Communication and Contact Points and the Lead Manager of the Policy Learning Platform, you will sign responsible for the programme's various communication activities promoting the Policy Learning Platform among European regions and cities, including the delivery of targeted online and onsite events.

## **Job description**

### **Strategic priorities of the position:**

1. Support Interreg Europe's communication unit to deliver communication activities related to the Policy Learning Platform
2. Support the platform's Lead Manager, the Thematic Managers and the Policy Experts to deliver activities in accordance with the platform's workplan (presentations, events, meetings, etc.).

### **Specific related tasks (non-exhaustive list):**

- Lead on various communication projects related to the Policy Learning Platform
- Organise or support with the organisation of various onsite and/or online events
- Plan and implement communication campaigns related to the promotion of the platform in accordance with the workplan
- Prepare concepts for the publication(s) and lead on the project implementation respecting the deadline

- Create and/or revise templates for different communication products produced by the Platform (policy briefs, invitations to events, reports, etc.)
- Produce or update Platform related content for the website respecting web writing guidelines
- Subcontract and coordinate other communication professionals needed for specific projects (design, video production, events, etc.)
- Contribute to the design and format of the online activities led by the policy experts of the platform
- Prepare briefs for media if requested
- Produce and/or publish texts for the website (platform) and social media
- Represent the Platform and deliver presentations in third-party events when required
- Contribute to Interreg Europe's active community building
- Ensure that the Platform produced communication materials are in line with the Interreg Europe's branding guidelines
- Evaluate Platform communication actions
- Contribute to the annual communication plan for the programme and report on the implemented activities.

## Requirements (must-haves)

- University degree in a relevant field
- Minimum 3 years of relevant experience in communication, in particular, working on communication strategy implementation in international organisations and/or bodies responsible for local/regional policies. Overall, a minimum of 6 years of professional experience is desirable
- Experience in project management
- Demonstrated ability to build partnerships, network and develop external relations
- Proven ability to write engaging content for different target groups and various channels, in English
- Client orientation and commitment to high quality in all spheres of work
- Proficiency and fluency in English (written and oral) and basic knowledge of French or readiness to learn French
- Independent worker, but equally team player; ability to work in an international environment with colleagues located remotely
- Ability to work in a multi-stakeholder environment
- Outstanding organisational skills, accuracy and assertiveness
- Good analytical skills
- Sense of initiative
- Ability to anticipate, propose and implement solutions
- Proven experience in managing an external suppliers
- Good computer literacy (Microsoft Office and database software)

- Good knowledge of and genuine interest for the online environment
- Readiness for regular business trips in all parts of Interreg Europe's geographical area (EU27 and beyond).

## Assets (desirable)

- Experience in digital events
- Experience in community building
- Video making and editing
- Basics of Adobe Creative Suite (InDesign, Photoshop, Illustrator) or similar
- Knowledge of European Union institutions and policies, Cohesion policy in particular, preferably through practical experience
- Knowledge about Interreg Europe and interest in the topics covered by the Interreg Europe programme
- Knowledge of other EU languages.

## Employment conditions

As a full-time employee of G.A.C. Group (long-term contract), you will contribute to the successful delivery of the Interreg Europe Policy Learning Platform. Your mission will be exclusively for the benefit of the Interreg Europe Joint Secretariat, Les Arcuriales – 45, rue de Tournai, 59000 Lille, France. The Head of Unit for Communication and Contact Points will coordinate your day-to-day communication tasks in close collaboration with the Lead Manager of the Interreg Europe Policy Learning Platform.

### Terms of employment

The position is based on a contract under French law. Your workplace will be in Lille, Les Arcuriales – 45, rue de Tournai. The office is integrated in the premises of the Interreg Europe Joint Secretariat. The assignment (CDI contract) will start as soon as possible.

### Employment package

G.A.C. Group offers an attractive employment package comprising individual training and development opportunities, regular staff appraisals, annual team-building activities and individually determined home office arrangements (subject to management approval).

Gross salary is expected to be between EUR 43k and EUR 48k per year based on full-time job and relevant experience between 6 and 8 years.

## Applications

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

1. **A clear and concise motivation letter** highlighting the main reasons for applying to the position and why you see yourself as the most suitable candidate (max. 2 page). Please consider the experience checklist below when preparing your letter.
2. **A short Curriculum Vitae** (max. 2 pages), focused on qualifications and professional experiences that are relevant for the announced position. Please use the enclosed CV template.

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

The applications are to be sent by e-mail to [scerh@group-gac.com](mailto:scerh@group-gac.com) by **Monday, 4 September 2023 (the latest)**; please indicate in the subject line: “your name – Communication Expert for Promotion and Events – GAC-0039”.

Moreover, please let us know about your earliest availability for the job. At the same time, candidates are asked to provide an easy way to contact them (phone) before and after the interviews.

## The selection process – what to expect?

Based on the submitted applications, candidates will be short-listed for phone interviews. In a second step, interviews will be held with the most convincing candidates, online or at the premises of the Policy Learning Platform in Lille (to be confirmed to the shortlisted candidates in due time).

As an indicative timeline process, the following dates have been set:

- Submission of applications until **Monday, 4 September 2023 final deadline**).
- Phone interviews with short-listed candidates on **Monday, 18 September 2023**.
- Face-to-face interviews in Lille with the most promising candidates on **Thursday, 5 October 2023** (date to be reconfirmed). During the interviews, the candidates may be asked to perform a short practical exercise – to be confirmed and detailed.

## More information – whom to contact?

If you would like to learn more about the offered position and/or the recruitment process, please do not hesitate to contact HR Team at [SceRH@group-gac.com](mailto:SceRH@group-gac.com).

## More about GAC Group

G.A.C GROUP is an international consulting company for innovation & performance of public organisations and private sector. Our mission: accelerate the innovation and performance of companies and territories for a responsible development and sustainable growth. We've got 3 main areas of expertise: Innovation, Human Resources and Taxation and we support over 2000 clients in 15 offices around the world.

### **Focus on our European programmes:**

European projects and the implementation of competitive funding materialize the European Union's desire to stand out in a context of strong international competition. Numerous funds are allocated to allow better visibility of culture-edge research and innovation and to concretize projects to face current global issues. We support public and private actors in the creation of innovation projects, thus promoting interregional and international collaboration in response to economics, societal and environmental challenges.

## Annex: EXPERIENCE CHECK LIST

### **Profile: Communication Expert for Promotion and Events for the Interreg Europe Policy Learning Platform**

Please prepare 1-2 pages document and answer the following questions.

#### **1. What is your professional experience in implementing communication projects?**

Let us know:

- the nature of your work in relation to this task, your specific role and responsibilities
- you can give examples of your work

#### **2. What is your professional experience in organising events?**

Let us know:

- the nature of your work in relation to this task, your specific role and responsibilities
- include examples of successfully organised events

#### **3. What are key 5 elements for you to make event a success?**

Let us know:

- what are principles you follow organising events
- include examples of events that inspire you.

#### **4. What is your professional experience in editing, copywriting and producing content (publications, web, audiovisual, infographics) for different platforms and different target audiences?**

Let us know:

- the nature of your work in relation to this task, your specific role and responsibilities

#### **5. What is your main motivation to join G.A.C. Group and the team of Interreg Europe?**

Let us know:

- your motivation to apply for the position
- the personal assets you see as most relevant for the job