

Interreg Europe Policy Learning Platform



Job profile: Events and Social Media Expert

- Full-time
- In Lille, France
- Open for young professionals

- *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 yes, yes and 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](#). A new framework contract has recently been signed with the management of the Interreg Europe

programme, assigning the consortium with the responsibility to deliver the Interreg Europe Policy Learning Platform until 2029.

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, creative, interactive 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 are looking for an **events and social media expert to join and reinforce our team in Lille**. Under the coordination of the programme’s Head of Unit for Communication and Contact Points, you will oversee our onsite and online events and you will actively contribute to other communication and promotion actions.

Job description

1. Plan, implement, support and/or promote online and in-person international events such as:

- Thematic workshops for local and regional policymakers (around 40 participants)
- Peer reviews and other targeted exchange formats (between 10 and 50 participants)
- Programme networking events, in person or hybrid (up to 500 participants)
- Participation in external events such as the European Week of Regions and Cities, the EU Green Week etc.

Specific related tasks:

- Put together concept notes and draft event descriptions and organising team input
- Organise and plan actions, accordingly, having in mind the specificities of online or hybrid events
- Come up with suggestions to enhance the success of our events (innovative formats, interactivity, networking etc.)
- Set up and manage event registrations
- Support participants on any organizational, practical or technical question they may have or problem they may face (online and onsite)
- Prepare budgets and negotiate with vendors and suppliers
- Ensure that the Policy Learning Platform has adequate tools for good visibility at events (stands, banners, videos etc.)
- Plan and implement promotional activities for the events
- Participate in relevant partner events (online and Europe-wide)

- Analyse and evaluate reach of events to target groups and propose alternative methods/ formats if needed/required
- Report on the success of the events and contribute to the communication strategy.

2. Ensure social media presence and support the team's communication and promotion actions:

- Plan and implement the social media presence of the Policy Learning Platform's activities (e.g. create and design posts (text, graphics, visuals, videos, etc.) and analyse performance, etc.)
- Support Interreg Europe's communication unit to deliver communication activities related to the Policy Learning Platform
- Web editor – publish news, articles, events etc (work in Drupal)
- Prepare content for thematic news/pages
- Oversee or assist the production of promotional materials such as banners, videos and publications
- Ensure that the Platform produced communication materials are in line with the Interreg Europe's branding guidelines.

Requirements (must-haves)

- University degree in a relevant field
- Practical experience in communication and promotional activities, in particular related to the organisation of events / meetings, as well as the management of social media
- Clear understanding of the different elements and 'building bricks' for successful events
- Good knowledge of and genuine interest for the online environment, digital events
- Proven ability to write engaging content for the web, social media, publications and other, in English
- User orientation, putting the satisfaction of the target audience at the heart of your daily 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
- Outstanding organisational skills, accuracy, and attention to detail
- Ability to manage multiple priorities and work with deadlines in a multi-stakeholder environment
- Good analytical skills
- Sense of initiative
- Ability to anticipate, propose and implement solutions
- Capacity to work and negotiate with external suppliers
- Good computer literacy (Microsoft Office and database software)
- Readiness for regular business trips in all parts of Interreg Europe's geographical area (EU27 and beyond).

Assets (desirable)

- Photo and 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
- Knowledge about Interreg Europe and interest in the thematic policies 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).

The gross salary is expected to be EUR 36k – EUR 40k a year based on the full-time job and relevant experience between 2 and 6 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 pages). Please consider the experience checklist below for the preparation of your letter.
2. **A concise Curriculum Vitae** (recommendation: 2 pages), focused on qualifications and professional experiences that are relevant for the announced position.

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 by **Monday, 4 September 2023 (the latest)**. Please indicate in the subject line: "your name – Events and Social Media Expert - GAC-0036".

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 **Wednesday, 6 September 2023**.
- Face-to-face interviews in Lille with the most promising candidates on **Monday, 11 September 2023**. 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.

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: Events and Social Media Expert 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 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

2. 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.

3. What is your professional experience in managing social media (Facebook, LinkedIn, Twitter, YouTube) presence?

Let us know:

- the nature of your work in relation to this task, your specific role and responsibilities
- include examples of successful communication campaigns on social media you have managed

4. What is your professional experience in editing, copywriting and producing content (web, audiovisual, written, 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
- if you can give examples of your work

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