

Communication officer (events)

October 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

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 event management.

This person will have a strong role in developing and implementing the online and offline events programme to ensure Interreg Europe reaches the right people with the right message, and encourage policy learning and networking. As well as events, this person will contribute to implementing the communication strategy of Interreg Europe through its various channels, using storytelling techniques.

Tasks and responsibilities

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

1. Specific profile tasks

- Ensure implementation of relevant parts of programme's communication strategy and propose updates where necessary
- Lead on programme's in person and online events organisation (e.g. Europe, let's cooperate!; Project training days; Exchange of experience seminars, meetings and briefings, dissemination events, etc.)
- Ensure participation in external events (e.g. European Week of Regions and Cities, organised by other programmes and partners)
- Ensure programme has required tools to ensure visibility at events (stands, banners, etc)
- Coordinate input from projects to external events (EC Day, EUWRC...)
- Analyse and evaluate reach of events to target groups and propose alternative methods as required
- Organise programme information/ training events targeted to potential applicants, lead applicant workshops,) and the development of related material (presentations, handouts)

2. Programme-related tasks

- Propose and oversee development of programme videos/animations and infographics according to need
- Contribute to programme communication tools (website content update, publications, trainings etc) 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
- Contribute to public procurement procedures related to communication
- Ensure programme graphic identity and templates available and used correctly

3. Tasks on the Policy Learning Platform

- Ensure coherence of platform-organised events with programme strategy
- Ensure that the Platform events respect programme identity and guidelines

4. Tasks on Interregional Cooperation Projects

Project development

- If required, contribute to the design of project development tools and information/ training events

Project assessment

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

Project implementation

- Identify relevant content for promotion (success stories, news, project outputs etc)
- Organise project partner trainings and seminars (lead partner, finance, communication, etc) if required
- Provide advice and guidance to project partners (on all aspects of communication) where necessary
- 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 communications: live and online events organisation;
- Proven ability to write content for different target groups and various channels, in English;
- 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 various 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 community management (building and activating online community);
- 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.

- Knowledge of European Union institutions and policies, Cohesion policy in particular, preferably through practical experience;

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 and indicate in the subject line:
“*your name* - position of Communication officer – Events”

Closing date for applications: Sunday 12 November 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 **Thursday 23 November 2023**.

Successful candidates will be asked to come to Lille for an interview on **Tuesday 5 December 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,
- one hour 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