



EUROPEAN U R B A N INITIATIVE



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PERMAMENT SECRETARIAT RECRUITMENT

Call for a long-term contract

COMMUNICATION OFFICER

in Lille (France)

JOB DESCRIPTION:

Reporting to: Knowledge Management and Communication Head of Unit

1. General tasks

Organisation and implementation of the cross-cutting communication tasks of the European Urban Initiative: implementation of the communication strategy, development of communication tools, follow-up of the communication call for tenders, implementation of the communication activities (events, website and multi-media, publications) in close cooperation with the digital communications officer and other units.

2. Initiative Promotion

- Responsible for the implementation of the communication strategy of the European Urban Initiative
- Responsible for the content and update of the Initiative website: update of the website pages / structure according to the European Urban Initiative developments; publication of news, calls for proposals etc., search engine optimization, in liaison with the digital communication officer
- Responsible for the editorial planning and draft the content of Initiative promotional documents: newsletter, Initiative leaflets...
- Report on Initiative activities through Initiative communication channels: website, newsletter, social media
- Organise and contribute to EUI events promoting activities and results at Initiative level such as annual events, cooperation fairs and other events on demand
- Coordinate the implementation of the Initiative graphic identity
- Draft and implement communication and disseminations plans related to Initiative activities
- Monitor communication strategy implementation and work progress, expenses and supplies
- Contribution to and participation in Urban Agenda for the EU publicity, communication and dissemination, in coordination with the Communication and Partnership officer
- Contribution to and participation in Portico, the knowledge platform of EUI
- Coordination and work with external service providers contracted for communication support

3. Initiative level communication

- Draft communication-related sections of the Innovative Actions and Capacity-Building Application packs, the Communication toolkit and other information material for Innovative Actions or Capacity-Building cities
- Draft and implementation of the Initiative annual Communication Plan, in liaison with Urban Contact Points
- Contribution to relevant sections of the Initiative Annual Report
- Presentation of EU regulations related to Communication at training seminars for applicants or project partners and regular follow-up and assistance with project Lead partners or cities involved in capacity building activities, on compliance to requirements

- Preparation and follow-up of public call for tenders to outsource some tasks on communication activities
- Represent the Initiative in EU networks when relating to communication
- Work with partner organisations and in particularly the Urbact programme, on joint communication activities

4. Promotion and communication for individual EUI strand activities

- Participate in the organisation of different events and promotional activities and publications
- Provide guidance on communication and its requirements for applicants
- Contribute to the assessment of proposed communication activities
- Follow-up of implementation and closure: assistance to beneficiaries on communication issues

5. Languages & Translation

The official languages of the Initiative is English.

- Draft content of news and website articles
- Proofread and occasional translation of the Initiative communications

6. Additional Tasks

- Other additional tasks of relevance to the position if required

Requirements

- Master's degree and/or equivalent professional qualification in a relevant field linked to the post; with minimum 3 to 5 years demonstrated experience in relation to the above tasks
- Excellent communication, facilitation and drafting skills
- Excellent organisational and project management skills with a proven track record of delivery
- Knowledge of EU institutions and policies, in particular Cohesion Policy
- Strong interest in urban trends and the urban dimension of EU policies, in particular Cohesion Policy
- Experience managing the work of external experts and overseeing public procurement processes Computer literate
- Good team player with capacity to work in a multicultural / international and multilingual environment
- Ability to translate strategies into actions
- High level of proficiency and fluency in English, with French and other EU languages as an asset
- Flexible approach to work; prepared to travel and work irregular hours

GENERAL INFORMATION FOR APPLICANTS

- Applications should reach the Permanent Secretariat by **19 June** at 12 noon CEST. We will not consider any application sent beyond that deadline.
- A cover letter should be emailed along with your CV to the following email address only: recruitment@urban-initiative.eu. Your documents should be in English. **Please indicate in the subject line of your email “Application for Communication Officer”**
- An individual email will be sent to all short-listed candidates. Candidates will be expected to confirm their participation to interviews by email return. Due to the large amount of applications expected, if candidates have not heard anything by **30th June**, they should consider they have not been shortlisted. We will not be able to provide further individual feedback at that stage.
- Interviews will take place in our offices located at: Les Arcuriales, 45/D, rue de Tournai – 59000 Lille – France, and are foreseen on the week commencing **3rd July**. Transport and accommodation costs will be reimbursed in compliance with the Initiative rules.

Confidentiality

Candidates are reminded that the selection is confidential and that all requests for information in relation to the selection should be emailed to: recruitment@urban-initiative.eu

Equal opportunities

Equal opportunities policy without distinction on the grounds of gender, race, religion or belief, disability, age or sexual orientation will be applied.

Terms and conditions of employment

- The working place is located at the office based in Lille, France in close proximity to Lille Flandres and Lille Europe train stations (direct train connection of 35 minutes from Brussels Midi and just over 1 hour from Paris Gare du Nord)
- The position is based on a **contract under French law**.
- Contract will be made between the individual and the GECOTTI-PE (employer), on behalf of the Région Hauts-de-France, Entrusted Entity (EE) of the Initiative.
- The corresponding assignment is based on long-term contract and is expected to start **as soon as possible**.
- The jobholder will be offered a gross monthly salary starting from **€ 3996** (around € 3086 net before income tax).
- Employees can benefit from up to two days of remote work per week.
- Employees can benefit from a public transport reimbursement and restaurant vouchers.

1. Background

One of the aims for the delivery of the European Structural and Investment Funds (ESI Funds) for the period 2014-2020 is to promote sustainable urban development. In particular, the European Regional Development Fund (ERDF) may support innovative actions in this area. The Urban Innovative Actions Initiative has been set up to identify and test innovative new solutions to the many challenges faced by urban areas in Europe and draw lessons and share the knowledge captured from the experiments with other urban authorities across Europe. For the period 2021-2027, the urban dimension of Cohesion policy has been strengthened. The new Policy Objective 'a Europe closer to Citizens' has been introduced to the main policy framework as an enhanced commitment to integrated territorial development and includes a specific objective to foster sustainable urban development. The Pact of Amsterdam, signed in 2016, launched the Urban Agenda for the EU in the frame of intergovernmental cooperation on urban matters. The New Leipzig Charter adopted in November 2020 puts forward a revised vision for sustainable urban development in Europe. In this context the Cohesion policy legislative package for 2021-2027 includes the establishment of a European Urban Initiative (EUI).

2. The UIA & EUI Initiatives

The Urban Innovative Actions initiative has a budget of € 372 million for the period 2014-2020. Projects were selected through calls for proposals for urban areas representing more than a 50 000 population. The ERDF contribution is up to € 5 million per project and 80% of the project budget. In general, the project duration is 3 years, with call topics defined by the European Commission for each call. Projects were selected against the following criteria: the level of innovativeness, quality, partnership, measurability of results, and transferability at the EU level. A Knowledge Management Strategy is delivering thematic capitalisation, operational knowledge – capacity building and transfer activities.

For the period 2021-2027, a new European Urban Initiative (EUI) is set-up, to support cities with innovative actions, capacity and knowledge building, policy development and communication on sustainable urban development.

The overall objectives of the EUI are to strengthen integrated and participatory approaches to sustainable urban development, and to provide a stronger link to EU policies, and in particular to Cohesion policy and investments in urban areas as part of the funding earmarked for these areas under Article 11 of the ERDF/CF Regulation and beyond. The initiative aims to offer coherent support to cities to overcome the current landscape of manifold initiatives, programmes and instruments in support of cities under Cohesion policy, and in particular, by maximising synergy and complementarity with the interregional cooperation programme URBACT IV. The EUI will also support the multi-level working of the Urban Agenda for the EU and intergovernmental cooperation on urban matters.

THE ROLE OF THE SECRETARIAT

The Entrusted Entity of the Initiative is the Région Hauts-de-France based in Lille. The Permanent Secretariat assists the Entrusted Entity in the implementation of its tasks and responsibilities and acts as the first entry point for all urban authorities and stakeholders involved in the Initiative activities.