



GREENLAND project is looking for communication experts

ERFC, Partner of “GREENLAND” project (co-financed under the ENI CBC Med 2014-2020 Programme) is looking for communication experts to support ERFC in the implementation of activities and procedures outlined in Work Packages 2 (WP2) “Communication”, 3 (WP3) “Labour Market Analysis of NEETs and Women” and 4 (WP4) “Capacity building activities (training, mentoring, coaching) and creation of one E-learning platform”.

1. GREENLAND Project description

The Mediterranean area suffers from extremely high rates of youth and female unemployment levels. To face this challenge, GREENLAND promotes social inclusion and fight against poverty by providing unskilled and underprivileged young people with marketable skills in the Green and Circular Economy, with the potential to generate thousands of jobs. To reach its objective, the project will create new curricula based on market needs, skills transfer to NEETs and women, media-based training tools, and facilitating cultural exchanges through young people. The creation of new employment opportunities will be reinforced by the sector-skills alliances between TVETs and SMEs.

2. GREENLAND project objective

To increase employability of NEETs (up to 30) and women (all ages) by providing with marketable skills and qualifications to prepare them for skill-based occupations within Green and Circular Economy sectors and reduce skill mismatches in rural areas particularly affected by the climate change.

3. Tasks/Responsibilities/Duties as required by WPs 2, 3 and 4 of the GREENLAND project

WP2 “Communication”

ERFC is leading WP2, i.e. project communication activities, on behalf of the GREENLAND consortium. In this respect the selected candidates will:

- Assist project communication manager in the coordination of project communication and marketing activities in Greece and abroad
- Animate project social media and prepare relevant material
- Prepare and upload content to project website
- Prepare project press releases
- Manage project mailing lists and newsletters



- Be responsible for project social media data analysis and reporting
- Contribute to the organization of project events in Greece

WP3 “Labour Market Analysis of NEETs and Women”

- Contribute to data collection and the development of the database of target groups in Greece
- Link the database of target groups with project communication activities

WP4 “Capacity building activities (training, mentoring, coaching) and creation of one E-learning platform”

- Contribute to mentor mapping in Greece
- Provide input/feedback for the design of the project e-learning platform
- Contribute to the testing of the e-learning platform
- Monitor training and coaching activities in terms of indicators promised in the project Communication and Marketing plans
- Support the organization of training and coaching activities on site.

4. Qualifications

- Bachelor degree
- At least 5 years of professional experience in the sector of marketing and communications
- Proven experience of delivering successful integrated marketing campaigns from concept to execution.
- Ability to think creatively and critically about multimedia content.
- Excellent attention to detail.
- Able to create and manage content on different social channels
- Experience with Mailchimp
- Copywriting and editing skills.
- Competent use of standard Microsoft Office programs including Word, Excel and PowerPoint
- Good knowledge of social media analytics
- Language requirement: i) Greek (native speaker) and ii) Proven knowledge of English.

5. Duration

The position has a duration starting from the date of signing of the contract till the end of the GREENLAND project, which is April 2023.



6. Tentative starting date

1st of February 2021.

7. Presentation of applications and selection procedures

The application form (AF) must be completed according to the attached form (Attachment A), dated and signed by the candidate (original, scanned copy or pdf with digital signature will be accepted). The application form must be accompanied by:

- ✓ Europass CV (original, scanned copy or pdf with digital signature will be accepted)
- ✓ a copy of a valid identity document.

The AF must be sent by email to all of the following address:

management@erfc.gr

The subject of the e-mail must state the following: “Selection of communication experts (GREENLAND Project)”

8. Deadline

The deadline for submitting applications is February 4 2021 at 1.00pm (Athens Local time). Only those candidates with a profile deemed of interest and who meet the above-indicated requirements will be invited to interview.