

MUSE project is looking for a digital marketing manager

ERFC, Partner of “MUSE” project (Cooperation Programme Interreg V/A Greece-Italy (EL-IT) 2014-2020 Co-financed by the European Regional Development Fund (ERDF)) is looking for a digital marketing manager to support ERFC in the implementation of activities and procedures outlined in Work Package 2 (WP2) “Information and publicity” and specifically in Deliverable 2.5.3 “1 viral marketing campaign”.

1. MUSE Project description

The project aims at strengthening the port museum system to enhance cultural and natural heritage for tourism purposes in some areas at high risk of abandonment / depopulation. The port museum is a kind of ‘ecomuseum’ that enhances the culture of the sea and of fishermen and the related productive activities through a participatory approach involving tourists to make the territories attractive. A new tourism enhancement model is proposed and described in the MUSE project for the cross-border area. This model is based on the historical, natural and cultural heritage and to the local population rather than pleasure boat ports. This network/system involves port museums already created (Tricase) and areas where the natural and cultural heritage linked to the values of port museums exist but are not fully established and developed (Messolonghi and Corfu).

2. MUSE project objective

The project will create a cross-border sustainable tourist destination by developing a network of three Port Museums (2 in Greece, 1 in Puglia Region), as three cultural expressions of three different coastal identities joined, however, by a common natural and cultural basis: the sea and local coastal communities. The project objective is to address the absence of efficient cross-border coordination in optimizing the results of tourism exploitation of the natural and cultural heritage.

3. Tasks/Responsibilities/Duties as required by WP 2 of the MUSE project

WP2 “Information and publicity”

Deliverable “1 viral marketing campaign”

The digital marketing manager will be responsible for coordination and monitoring of a viral marketing campaign, that will be held promoting the thematic virtual platform. Actions – activities include:

- Evaluation of current situation of publicity
- Evaluation of impact of pandemic restrictions
- Evaluation of digital marketing tools
- Modification of viral marketing campaign plan if needed
- Contact with stakeholders for new material for areas of interest
- Contact with external expert for posting new material

4. Qualifications

- Bachelor degree
- At least 5 years of professional experience in the sector of co-funded projects
- Proven experience of delivering successful reports, studies, dissemination activities.
- Excellent attention to detail.
- Competent use of standard Microsoft Office programs including Word, Excel and PowerPoint
- 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 MUSE project, which is March 2023.

6. Cost

The deliverable cost is up to **9.189,26€** (11.394,68€ incl. VAT). Any offers above will automatically be rejected.

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:

- ✓ Financial offer
- ✓ CV

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 digital marketing manager (MUSE Project)"

8. Deadline

The deadline for submitting applications is 20/06/2022 at 11.00am (Athens Local time). Only those candidates with a profile deemed of interest and who meet the above-indicated requirements will be invited to interview.

Signature Date
