



## **SELECTION NOTICE FOR THE POSITION OF PROJECT COMMUNICATION EXPERT WITH EXPERIENCE IN CROSS-BORDER COOPERATION PROJECTS (Work package 2)**

### **Under the Framework of “CLUSTER – advanCing youth and women social inclUSion in The mEditerRanean” (C\_A.3.1\_0014) capitalisation Project**

The **CLUSTER** project is funded under the European Union’s ENI CBC Mediterranean Sea Basin (ENI CBC Med) Programme, with the European Institute of the Mediterranean (IEMed) as the Lead Beneficiary and implemented through a consortium of partners from Italy, Cyprus, France, Jordan, Palestine and Tunisia.

The **CLUSTER** project aims to create a supportive environment for youth/women employment schemes, by equipping NEETs (Not in Education, Employment, or Training), in particular women, between 18-30 years of age, with employability skills in four Sustainable Economy sectors (Blue Economy, Circular Economy, Green Economy and Sustainable Agriculture), promoting long-lasting partnerships between Technical and Vocational Education and Training (TVET) institutions and the private sector, and raising awareness of public authorities and policy-makers.

The project’s total budget is € 1,108,162.62 and it is financed for an amount of € 997,346.36 (90%) by the European Union (2014-2020 ENI CBC Med Programme) through the European Neighbourhood and Partnership Instrument.

The project consortium is composed of the following partners:

- Lead Beneficiary – The European Institute of the Mediterranean (IEMed), Spain
- Partner 1 – ARCES Association, Italy
- Partner 2 – Cyprus Chamber of Commerce and Industry (CCCI), Cyprus
- Partner 3 – CDE Petra Patrimonia, France
- Partner 4 – National Agricultural Research Center (NARC), Jordan
- Partner 5 – Business Development Center (BDC), Jordan
- Partner 6 – Business Women Forum (BWF), Palestine
- Partner 7 – General Agency for Regional Development (CGDR), Tunisia

### **1. General Objective and Duration**

The overall objective of **CLUSTER** is to tackle social exclusion and poverty amongst vulnerable groups in Cyprus, France, Italy, Jordan, Palestine, Spain, and Tunisia, by capitalising on results of previous projects and equipping young NEETs and women with marketable skills in the Sustainable Economy sectors.



The project implementation period is 24 months (starting date 01/09/2021– ending date 31/08/2023).

## 2. What Will Be Improved?

CLUSTER will equip young NEETs, in particular women, with soft and technical employability skills in in four sustainable economy sectors, and will reduce the mismatch between the labour market demand and youth skills, thus increasing their job opportunities, reducing the brain drain and unemployment rates in the concerned territories. CLUSTER will lead to strengthening of partnerships between TVET institutions, the private sector and social economy actors through dialogue, exchange and networking activities, securing the signature of 7 Agreements between those actors. CLUSTER's objective is to mainstream at policy level the identified good practices and support policy-makers in the design of inclusive employment policies.

## 3. Who Will Benefit?

- Young NEETS and women
- TVET institutions
- Private Sector in particular local SMEs in the Sustainable Economy sectors
- Public authorities and policy-makers in targeted project countries

## 4. Scope, Responsibilities and Activities Required by WP2 – Communication

This invitation to tender is addressed to a Technical Consultant with experience in **cross-border cooperation projects**, hereinafter referred to as tenderer, to support the **Project management team (PMT)** of the IEMed (Lead Beneficiary) in the project implementation.

The selected person should provide support to the PMT as **Technical Consultant** in charge of Communication in WP2 of the project. The aim of WP2 is to raise awareness and visibility of the activities of the CLUSTER project, through efficiently reaching out to target groups, disseminating the project's results and building synergies with similar initiatives.

**In particular, the Technical Consultant appointed by the IEMed, Lead Beneficiary of CLUSTER, will have to carry out the following activities:**

- a) Assist in the development of a detailed **Communication Plan**, including target audiences, key messages, activities, time plan, budget, and channels.
- b) Assist in the development of an **Impact Evaluation Procedure** by elaborating a set of indicators to monitor the communication and dissemination activities on a regular basis.



- c) Collaborate in the creation of an **Online Platform** to facilitate networking amongst project's target groups (NEETS, Women) and Social Economy actors (social enterprises, NGOs, associations, volunteer centres, etc.).
- d) Collaborate in the preparation and dissemination of newsletters, events, project news, thus activating appropriate dissemination strategies.
- e) Create **web and social media contents** addressed to the project target groups to be published in two different websites (ENI CBC Med's CLUSTER webpage and the IEMed's project webpage) as well as on the social media channels of CLUSTER and the IEMed.
- f) Collaborate in the planning of **Local and Regional Info Campaigns** to ensure the visibility of the project and make the target groups (NEETS, Women) aware of project's labour market-oriented training activities. The Campaigns will be developed through social media (Facebook, Twitter).
- g) Collaborate in the planning of **Local and Regional Awareness Raising Campaigns** through communication material (including online leaflets and brochures) to reach out to and raise awareness of public authorities and policy-makers on the new model of intervention related to fostering marketable skills among NEETs, in particular women (e.g., identification and mapping of local and regional target groups, planning of engagement strategies, etc.).
- h) Collaborate in the elaboration of the communication section of the **Narrative Reports**.

## 5. Requirements

- a) Possession of a Bachelor's degree/ Master's degree/ other in Communication, International Cooperation, Management or Economics
- b) Sound knowledge of the ENI CBC Med programme, its objectives and policy, its communication strategies and project management rules
- c) Experience in identifying and implementing communication strategies and activities mainly related cross-border cooperation (CBC) projects co-funded by ENI CBC Med, INTERREG, etc. (e.g., development of project communication plans, development of project Stakeholder Engagement Model, social media management, etc.)
- d) Experience in mapping stakeholders/target groups to be engaged in the project
- e) Experience in social media management (e.g., Facebook, Twitter), copywriting, storytelling, green marketing, content marketing
- f) Experience in creating contents for social networks and websites such as news/articles, posts, newsletters, graphics about project topics (Sustainable



Economy and Social Inclusion)

- g) Excellent knowledge of English, written and spoken
- h) Good knowledge of Spanish and Catalan, written and spoken
- i) Strong organisational skills, time management, team working, team building and problem-solving skills
- j) Knowledge of softwares and e-tools like Photoshop, Illustrator, Office, WordPress and Google Analytics

**Preference will be given to candidates with:**

- a) Previous experience in European project dealing with **social inclusion** (i.e., unemployed women, young people especially NEETs) and with the promotion of **sustainable economic models** (Blue Economy, Green Economy and Circular Economy)
- b) Previous experience in ENI CBC Med projects
- c) At least **two years of experience** in project management and communication at the Euro-Mediterranean level
- d) At least **two years of experience** in the implementation of project communication strategies in Barcelona targeting NEETs and young unemployed people as well as SMEs operating in the Circular, Blue and Green Economy sectors
- e) Strong photography and photo-editing skills that could support project communication in Barcelona
- f) Participation in courses about project management, EU project management, project risk management, project communication, etc.
- g) Participation in communication courses as copywriting, communication, graphics, social media management, etc.
- h) Knowledge and skills in Sustainable Economy to facilitate the organisation of Local and Regional Awareness Raising Campaigns and project events in general and create contents on the project topics



## 6. Duration/Payment/Duty Station

The position has a duration of 12 months, starting from the date of signing of the contract.

Total compensation for the duration of the engagement, including VAT and any eventually social, security and welfare costs, is € **6,500**.

The duty station is Barcelona, Spain.

**7. Tentative Starting Date:** November 2021

## 8. 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 and/or digital signatures are allowed). The application form must be accompanied by:

- Europass CV (original, scanned and/or digital signatures are allowed)
- A copy of a valid identity document

The AF, CV and copy of ID must be sent by email to the following address: **Ms. Karina Melkonian** (CLUSTER Project Manager) – [kmelkonian@iemed.org](mailto:kmelkonian@iemed.org)

The subject of the e-mail must state the following: **“CLUSTER Project\_Candidate for Communication Consultant Post”**

## 9. Deadline

The **deadline** for submitting applications is 26 November 2021 at 23:59hrs CET.

Only those candidates with a profile deemed of interest and who meet the above-indicated requirements will be invited to interview.

## 10. Treatment of Personal Data

The data that will come into the possession of the IEMed will be processed pursuant to and for the purposes of the Legislative Decree 196/2003 and in compliance with article 13 and article 14 of Regulation (EU) no. 2016/679 of the European Parliament and of the Council of 27 April 2016 relating to the protection of individuals with regard to the processing of personal data, as well as to the free movement of such data (general data protection regulation, hereinafter also referred to as “regulation” or “GDPR”) and which repeals Directive 95/46 / EC.