



## EIT Digital seeks Communications Lead in Sweden

*Applications should be submitted by November 14, 2017.*

### **EIT Digital**

EIT Digital is a leading European digital innovation and entrepreneurial education organisation driving Europe's digital transformation.

EIT Digital delivers breakthrough digital innovations to the market and breeds entrepreneurial talent for economic growth and improved quality of life in Europe. It does this by mobilising a pan-European ecosystem of over 140 top European corporations, SMEs, start-ups, universities and research institutes.

As a Knowledge and Innovation Community of the European Institute of Innovation and Technology, EIT Digital is focused on entrepreneurship and is at the forefront of integrating education, research and business by bringing together students, researchers, engineers, business developers and entrepreneurs. This is done in our pan-European network of Co-Location Centres in Berlin, Budapest, Eindhoven, Helsinki, London, Madrid Paris, Stockholm and Trento. We also have a hub in Silicon Valley.

EIT Digital is an equal opportunity employer.

### **The role**

The Communications Lead is responsible for the national integrated communication strategy and implementation and provides a broad range of communications advice and support to the local organisation. The communications lead is also part of the international communications team of EIT Digital. He/she contributes to the wider EIT Digital communications and branding strategy and translates this to practical implementation.

The Communications Lead reports to the Head of Communications and has a direct link to the Node Director in Sweden.

### Key Tasks

Under the direction of the Head of Communications, the Communications Lead is responsible for a variety of tasks, including:

- Develop and co-execute the Communication Strategy of EIT Digital, both for the local Node and the wider European organisation combining communication, PR, digital and events assets.
- Develop and grow the press contacts and media relationships of EIT Digital at national level.
- Responsible for writing/editing EIT Digital communication messages including media pitches, presentations, promotional materials, leaflets/brochures, videos, PR, website content, monthly announcements by mail, newsletters, articles for intranet and ICT magazines and annual reports.
- Review and edit existing promotional materials for marketing effectiveness, and adherence to brand guidelines. Develop and manage new communication channels where required.
- Develop mechanisms to monitor the effectiveness and impact of communications within EIT Digital.
- Ensure the dissemination of the EIT Digital strategic plans and publications with clear communicative messages, activities and events.
- Ensure that the materials used are accurate, appropriate for the intended audience and consistent with the core marketing and communications strategy.
- Anticipate and identify communications challenges. In conjunction with the Node Director, take action to resolve these issues to minimise risk to the CLC's reputation.
- Liaise and maintain close links with the national EIT Digital' partners and nodes to generate common understanding, joint activities and mutual benefits.
- Join the communications team as the national representative.
- Organize and coordinate the work with external resources such as PR agencies and web agencies.
- Work collaboratively with a diverse team to manage local communications plans.
- Conduct background research to support the local partners, and potential partners, to assess opportunities for engagement in EIT Digital, particularly with other members of EIT Digital located in other countries.

### Required qualifications

- A degree in Marketing, Business, Communications, and/or equivalent background.
- Documented experience of working as senior communications officer/manager for at least 5 years, preferably within ICT or similar industries.

### Skills and abilities

- Excellent written and verbal communication skills.
- Proven Digital media skills.
- Extensive communications network at least in Sweden.
- Team player with excellent people skills, enthusiastic attitude and able to work in multiparty, international context.
- Operational excellence and attention to detail.

### Languages

- Fluent in written and spoken Swedish and English, preferably fully bi-lingual.
- Knowledge of any of the other languages (German, French, Italian, Finnish, Dutch, Spanish, Hungarian) is an advantage.

### Preferred experiences

- Experience from working with the Swedish PR tools and agencies.
- Experience of working in teams as well as independently.
- Experience of working in an international organization.
- Experience of cooperation between different types of companies and organizations.

### Location

The job is based in the EIT Digital Co-Location Centre in Stockholm (Sweden).

**Availability:** A.S.A.P

## International travel

The Communications Lead will be required to travel to other EIT Digital offices (Berlin, Eindhoven, Helsinki, Paris, Stockholm, London, Trento, Budapest, Madrid, Brussels, San Francisco) for team meetings and large events.

## Employment

Employment is by EIT Digital Sweden. Physical location of work is at EIT Digital Stockholm Co-Location Centre. The Swedish Node has a strong profile in the Educational Programmes of EIT Digital and innovation activities related to Digital Infrastructure in particular.

**To Apply:** Please submit a CV, a cover letter and some representative samples of your published material by email to Vanessa Perez, Head of Communications ([SW\\_Communications@eitdigital.eu](mailto:SW_Communications@eitdigital.eu)). Applications without a resume and a motivation letter will not be considered. Due to the large amount of applications we normally receive, we will only be able to follow up with shortlisted candidates.

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