

Communications Lead, United Kingdom

About us

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 150 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, Eindhoven, Helsinki, London, Paris, Stockholm, Trento, as well as in Budapest and Madrid. We also have a hub in Silicon Valley.

EIT Digital is an equal opportunity employer.

The Role

The Communications Lead is responsible for the integrated communication strategy and implementation in the region, providing a broad range of communications advice and support to the local organisation. The Communications lead is also part of the European communications team of EIT Digital. He/she contributes to the wider EIT Digital Communications and Branding strategy and translates this into practical implementation.

Mission

- Responsible for EIT Digital Communications including local strategy, plan, guidelines, messaging.
- Reveal and nurture EIT Digital Equity in support of EIT Digital Awareness and business development.
- Develop EIT Digital reputation and emotional connection with key stakeholders
- Manage, coach and act as strategic advisor for communication Action Line Leaders and Node Directors
- Manage the PR campaigns and relationships with the journalists' ecosystem
- Adopt an integrated communication approach

Main Responsibilities

- Define and build the long-term communication strategy to position EIT Digital within the ecosystem and the relevant media and social media.
- Define & support the general awareness effort through communications media as News Releases or other documents to relevant Audiences with relevant Media.
- Create and nurture communication networks in and around EIT Digital
- Define and conduct dedicated communications plans for EIT Digital CEO and MC members
- Ensure growing visibility in Education, innovation and scaleups activities
- Analyse EIT Digital reputation and identify influencing factors across targeted audiences
- Manage and develop Integrated communication plan for each event or news release

- Challenge practices against Best in Class practices /benchmarks.
- Ensure consistency in messaging for all pillars and unity for all deliverables,
- Assure the execution of the plan
- Define EIT Digital Spokesperson Strategy, selection and training
- Assure communication compliance
- Develop, deploy and manage the communications tools
- Manage Corporate Communication and Public Relations budget and monitor coverage
- Provide quarterly competitive assessment of the landscape

Qualifications and Skills

- Post Graduate
- Minimum of 8+ year's relevant experience; experience working in fast paced environment and/or in an international organisation is a plus

Experience and Skills

- Strong communication background (preferably in fast moving environment)
- Experience of working with C-level
- Proven track record of having and developing strong network of journalists
- Proven experience of using Digital media and computer literate
- Active Listener and confident team player
- Business Acumen
- Communication Strategy and Planning
- Proven high standard of written skills and excellent presentation skills
- Selling the vision
- Storytelling
- Willingness to travel on a regular basis throughout the UK, other EU locations

Reporting to the Head of Communications

Languages

- Fluent in English
- Knowledge of any of the languages Dutch, French, Finnish German, Hungarian, Italian, Spanish or Swedish is a merit

Place of employment

EIT Digital London Node, UK

To apply

Please mail a resume and motivation letter to communication_lead_uk@eitdigital.eu, outlining how your skills and experience meet the qualifications of the position.

Applications without 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.

Applications should be submitted before 5pm Monday 26 March 2018.

For further information please visit our website eitdigital.eu