

We are looking for a

Communication & Dissemination Specialist

Keywords: EC funded projects / Communication / ICT Innovation

Job category: EC Funded Projects Communication, Dissemination and Community Building

Job location: Zurich, Switzerland

Contract: Full Time

Start date: Q2 2024

Salary: Depending on the experience of the candidate, to be discussed

Holiday: 25 days per annum, plus statutory holidays

Job description and responsibilities

We are looking for a Horizon Europe projects' Communication & Dissemination Specialist, with a at least 3 years' experience in Communication and Dissemination of ICT products, solutions and innovation. Preferably you should have also experience in contributing to the Communication and Dissemination of complex European research and innovation funded projects (i.e. Horizon 2020).

As Communication and Dissemination Specialist in Martel you will contribute to develop and manage community building, stakeholders' engagement, communication, media presence, and promotional messaging for European-funded and commercial research and innovation projects in various ICT fields, including for instance Internet of Things, smart cities, green technologies, cloud computing or next generation Internet.

You are passionate about storytelling and multimedia audience engagement. You will produce and publish editorial content for Horizon Europe projects. You will creatively plan, research, write and proofread editorial content in the ICT field. You will oversee the online communication, social media presence, community building, and promotional messaging for European-funded and research and innovation projects in various ICT fields, including for instance smart cities, telecommunications, multimedia, Internet of Things, artificial intelligence, cloud computing or next generation Internet. Your day-to-day responsibilities will include:

- + Define and execute the assigned Horizon Europe projects' communication plans and liaise with academic and industrial partners as needed to create relevant contents
- + Ensure we meet the EC's contractual obligations regarding communication and dissemination activities (monitoring projects' milestones and KPIs and adopt corrective measure as needed)

- + Organize workshops, conferences and events in Europe and beyond with high profile stakeholders and limited budget
- + Animate social media channels (i.e. Facebook, Twitter, LinkedIn)
- + Coordinate with the creative team to improve editorial content presentation/ layout (Web designers, photographers, video makers etc)
- + Ensure content is up to date across media

In close collaboration with the rest of the Martel Media team you will contribute to defining and maintaining the image of the company, delivering communications to support marketing and business acquisition, shaping corporate communications, PR, social media, events, and content creation Martel Innovate is involved in.

You will be active in a friendly international environment and take part to national and international R&D projects across Europe (and beyond from time to time). In this respect some travelling mainly in Europe will be entailed.

Fit for the challenge

- + Comfortable developing multimedia content (Web, social media, video, press, animations etc.) across multiple channels
- + Ability to generate and translate ideas and concepts into first class digital news and features
- + Outgoing personality: you will be required to walk into networking events and be comfortable introducing yourself and the company to strangers
- + Writing skills – an editorial background in Web and social media content development experience with writing helps since you will be creating content for our company, projects, customers and / or partners
- + Communication and social media experience – a must. We need someone who can navigate WordPress and understands Twitter and Facebook for business, to start with
- + Interest in and good understanding of the ICT industry – at least of a subset of specific domains our projects and customers are active in (IoT, Cloud, AI, Telecoms, Creative Industry, Media, etc.).

More specifically:

- + Excellent English
- + Proven experience in the context of EU funded projects dissemination and communication
- + Consolidated experience in Communication/Media/Community Management, including familiarity with online media / tools, such as Twitter, FB, LinkedIn, Instagram, Hootsuite, Tweetdeck, etc, online and off-line publishing platforms
- + Good experience with content management and editing, such as white papers, brochures, press releases, blogs, news items, etc. for on-line and off-line usage
- + Knowledgeable in at least one of the following key technologies: Internet, AI, IoT, 5G, Cloud, Media

- + Creative, open-minded, flexible, great time management skills, ability to multitask and proactive attitude

What could be a plus?

- + Proven experience in the context of EC funded projects
- + Previous experience in PR and event management
- + A Master's degree (or equivalent) in Communication / Media / Journalism
- + Dutch speaking

Do you want to apply?

Please, send:

- + Your CV
- + Motivation letter (clearly elaborate on why you are the right person for the job)
- + A selection of your best editorial work

via email to careers@martel-innovate.com indicating **"Communication & Dissemination Specialist"** in the subject.

About Martel Innovate

Martel is a dynamic digital innovation agency with more than 25 years' experience empowering organisations across Europe and worldwide, throughout their journey from novel ideas to technological implementation, media and market strategy. After more than one hundred cutting edge projects, Martel has grown from its origins as a small consulting agency into a thriving organisation with offices in Zurich and Lugano in Switzerland, and Amsterdam in the Netherlands.

Building on its foundation in European Commission funded project management consulting, Martel's business has diversified to include research and development activities in several advanced domains, but also a broad palette of communication, marketing, media and training services.

With a skilled and passionate team, Martel helps its customers and partners achieve ambitious innovation goals in an impactful and sustainable way. Martel offers support and guidance spanning from securing funds and providing expertise in selected ICT domains, to brand building and strategic communication and marketing.

Martel offers also dedicated training on Horizon Europe mechanisms, on media and communication for science and technology, and on advanced topics in Cloud Computing, Edge Computing, Internet of Things, Artificial Intelligence and open-source Software Engineering.