



# EUROPEAN U R B A N INITIATIVE



Co-funded by  
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## PERMAMENT SECRETARIAT RECRUITMENT

1 year apprenticeship (renewable)

**Communication apprentice**

in Lille (France)

## **JOB DESCRIPTION**

Reporting to: Communication officer

### **1. General tasks**

Assist and contribute to social media and digital communication activities. Apply academic learnings in digital communication, influence, and social media to implement EUI communication and dissemination strategy.

### **2. Supporting digital campaigns**

- Execute digital campaigns that promote our activities
- Develop visuals and content
- Assist in drafting and editing communication materials such as emailing, newsflashes, newsletters, and social media posts.
- Prepare communication toolkit for external stakeholders

### **3. Social media and community management**

- Assist in managing social media platforms by scheduling posts, monitoring engagement, and analysing metrics.
- Generate creative content ideas to increase online presence and engagement.
- Actively participate in online communities, fostering discussions and feedback to enhance EUI activities.

### **4. Website management**

- Support in updating and maintaining the Initiative's websites content
- Assist in creating webforms for event registration or surveys
- Assist in optimising website functionality and user experience.
- Coordinate with web developers for any technical improvements or troubleshooting.

### **8. Additional Tasks:**

- Assist in event organisation
- Other additional tasks of relevance to the position if required

## **GENERAL REQUIREMENTS**

- Enrolled in a degree programme in communication or corresponding academic training.
- Proficiency in English.
- Strong written and verbal communication skills.
- Strong understanding of digital communication principles and social media platforms.
- Creative thinker with excellent writing and content creation skills.
- Ability to analyse social media metrics.
- Good organisational and time management skills.
- Proficiency in graphic design software (e.g. CANVA, Adobe Creative Suite) and social media management tools.
- Ability to work collaboratively in a team environment.
- Knowledge of web content management systems is an advantage.

## GENERAL INFORMATION FOR APPLICANTS

- Applications should reach the Permanent Secretariat by **Friday 28 June 2024 at 12 noon CEST**. We will not consider any application sent beyond that deadline.
- A cover letter should be emailed along with your CV to the following email address only: [recruitment@uia-initiative.eu](mailto:recruitment@uia-initiative.eu). Documents should be sent in English. Please indicate in the subject line of your email the position for which you are applying.
- An individual email will be sent to all short-listed candidates. Candidates will be expected to confirm their participation to interviews by email return. Due to the large amount of applications expected, if candidates have not heard anything by from **14 days after submission**, they should consider they have not been shortlisted. We will not be able to provide further individual feedback at that stage.
- Interviews will either take place by video conference or in our offices located at: Les Arcuriales, 45/D, rue de Tournai – 59000 Lille – France, and are foreseen on the **week beginning 8th July**. Transport and accommodation costs will be reimbursed in compliance with the Initiative rules.

### Confidentiality

Candidates are reminded that the selection is confidential and that all requests for information in relation to the selection should be emailed to: [recruitment@urban-initiative.eu](mailto:recruitment@urban-initiative.eu)

### Equal opportunities

Equal opportunities policy without distinction on the grounds of gender, race, religion or belief, disability, age or sexual orientation will be applied.

### Terms and conditions of employment

- The apprenticeship is a temporary placement in a professional environment allowing students to acquire the professional skills related to their training.
- The student must be integrated into an academic programme.
- An agreement (under French law) will be signed between the intern, the teacher in charge at the teaching establishment and the manager at the GECOTTI-PE, on behalf of the Région Hauts-de-France, Entrusted Entity (EE) of the Initiative.
- The corresponding assignment is expected to start as soon as possible in September 2024.
- The apprentice will be paid according to the amount set by law.
- The apprenticeship place is located at the office based in Lille, France

## THE INITIATIVE

### Background

One of the aims for the delivery of the European Structural and Investment Funds (ESI Funds) for the period 2014-2020 is to promote sustainable urban development. In particular, the European Regional Development Fund (ERDF) may support innovative actions in this area. The Urban Innovative Actions Initiative was set up to identify and test innovative new solutions to the many challenges faced by urban areas in Europe and draw lessons and share the knowledge captured from the

experiments with other urban authorities across Europe. For the period 2021-2027, the urban dimension of Cohesion policy has been strengthened. The new Policy Objective 'a Europe closer to Citizens' has been introduced to the main policy framework as an enhanced commitment to integrated territorial development and includes a specific objective to foster sustainable urban development. The Pact of Amsterdam, signed in 2016, launched the Urban Agenda for the EU in the frame of intergovernmental cooperation on urban matters. The New Leipzig Charter adopted in November 2020 puts forward a revised vision for sustainable urban development in Europe. In this context the Cohesion policy legislative package for 2021-2027 includes the establishment of a European Urban Initiative(EUI).

## **The EUI Initiative**

For the period 2021-2027, a new European Urban Initiative (EUI) has been set-up, to support cities with innovative actions, capacity and knowledge building, policy development and communication on sustainable urban development.

The overall objectives of the EUI are to strengthen integrated and participatory approaches to sustainable urban development, and to provide a stronger link to EU policies, and in particular to Cohesion policy and investments in urban areas as part of the funding earmarked for these areas under Article 11 of the ERDF/CF Regulation and beyond. The initiative aims to offer coherent support to cities to overcome a landscape of manifold initiatives, programmes and instruments in support of cities under Cohesion policy, and in particular, by maximising synergy and complementarity with the interregional cooperation programme URBACT IV. The EUI also supports the multi-level working of the Urban Agenda for the EU and intergovernmental cooperation on urban matters.

## **THE ROLE OF THE SECRETARIAT**

The Entrusted Entity of the Initiative is the Région Hauts-de-France based in Lille. The Permanent Secretariat assists the Entrusted Entity in the implementation of its tasks and responsibilities and acts as the first entry point for all urban authorities and stakeholders involved in the Initiative activities.