

Communication and Marketing Technician (Ref. CC/2/2024) (One Vacancy)

1. Framework

B2E Association for the Blue Bioeconomy - Collaborative Laboratory is dedicated to promote a research agenda in the thematic areas of (1) natural resources: new uses and their valorization; (2) marine biotechnology: sustainability and new products; and, (3) sustainable aquaculture: diversification of species and associated technologies, hereby announces the following job offer in the scope of the INNOECOFOOD project, Notice HORIZON-CL6-2023-FARM2FORK-01-19, under Horizon Europe:

Functional Area for which the competition is open

Higher education in Marketing, Communication Sciences, Journalism or related areas to the one for which the competition is open.

Functional Profile

B2E CoLAB intends to select a Communication and Marketing Technician for its organization, with proven skills to execute the following functions:

Functional Profile

B2E CoLAB intends to select a Communication and Marketing Technician for its organization, with proven skills, to plan, monitor and execute the following functions:

- Develop and execute content strategies in Digital Marketing (social media, email marketing, newsletters, websites);
- Monitor performance metrics and provide analysis reports;
- Produce engaging content (written and audiovisual) for website, newsletters, social media and other online platforms.
- Support communication activities, implementing communication strategies that strengthen the image and reputation of B2E CoLAB and the projects in which the organization is involved;
- Contribute and collaborate in the communication of R&D projects at national and international level, involving activities such as the dissemination of results, creation of offline and online communication materials;
- Support and execute online and/or face-to-face events, collaborating with suppliers to ensure all logistical aspects.
- Identify and use communication tools appropriate to different contexts, audiences and objectives.

Desired Skills

- Minimum experience of 5 years, preferably in the area of R&D;

- Experience in managing Social Media (LinkedIn, Facebook, Instagram, Twitter) and solid skills in the use of digital communication tools and strategies (SEO, Google Analytics, LinkedIn campaign Manager and Mailchimp)
- Excellent writing and content production skills, adapted to different communication channels (knowledge of Canva and video editors are valued);
- Planning, operationalization, results orientation and problem solving;
- Critical, creative and innovative capacity;
- Dynamic and flexible profile, with the ability to adapt to work in multidisciplinary teams, as well as in collaboration with companies;
- Fluency in Portuguese and English, both spoken and written.

2. Applicable Legislation

Decree Law No. 57/2016, of 29th August, in its current wording, which approves a contracting regime aimed at stimulating scientific and technological employment in all areas of knowledge (RJEC), with the necessary adaptations and without prejudice to the specific regulations applicable to B2E.

3. Gross Monthly Remuneration

The Gross Monthly remuneration for the **Communication and Marketing Technician** will range from level 29 to 1.922,37€ e 2.231,32€ respectively, depending on experience demonstrated.

4. Local Workplace

UPTEC MAR, Av. Liberdade s/n, 4450-718 Leça da Palmeira

5. Working Hours

40h weekly.

6. Deadline for application

April 5th, 2024.

7. Admission requirements

7.1 General admission requirements

Candidates must hold at least a bachelor's degree in Marketing, Communication Sciences, Journalism or related areas to the one for which the competition is open.

Applicants holding qualifications obtained abroad must prove the recognition, equivalence, or registration of the degree by a Portuguese higher education institution, under the terms of the applicable legislation. This formality must be fulfilled by the application deadline date.

7.2 Special admission requirements

In specific terms, candidates must have been graduated for more than 5 years, with a relevant *curriculum* in the areas of Marketing, Communication Sciences, Journalism, or related areas to the asking profile, and have five years of proven professional experience in carrying out the activities described in the Functional Profile

Candidates who formalize their application incorrectly or do not prove that they meet the general and special requirements of this competition will be excluded from admission to the competition.

In case of doubt, the jury reserves the right to ask any candidate to produce supporting documents for their statements.

Failure to provide the clarifications, information, or documents requested within 5 working days means that the application has been withdrawn.

False statements made by candidates will be punished in accordance with the law.

8. Selection process

The selection process shall comply with article 5 of RJEC, with the necessary adaptations according to the highly qualified human resource profile.

9. Formalization of applications

Applications should be accompanied by the following documents:

- a) Motivation Letter addressed to the President of the jury, which must include a declaration of honour that all the elements presented in the application and selection phase are true;
- b) Detailed *Curriculum Vitae* containing all information pertinent to the evaluation of the application;
- c) Any other elements that the candidate considers relevant for the assessment of his/her merit, accompanied by suitable supporting documents with value of an authentic document;
- d) Certificates of qualifications with the respective classification, or other document legally recognized for that purpose.

10. How to apply

The application, which may be submitted in Portuguese or English, shall be submitted electronically to the B2E Associação para a Bioeconomia Azul - Laboratório Colaborativo address (**b2e@b2e.pt**), indicating in the subject the call reference (**CC/2/2024**) and shall be submitted by the deadline established in this Announcement.

If the application is submitted electronically, a message will be sent to the applicant confirming its electronic validation.

11. Recruiting jury

The jury has the following composition:

President

Ana Rita Ribeiro, PhD

Voting members

1º Voting member: Patrícia Gonçalves, BSc

2º Voting member: Marlos Silva, MSc

Alternate members

1º Voting member: Marta Santos, PhD

2º Voting member: Luísa Valente, PhD

Deliberations are made by reasoned roll-call vote, by absolute majority of the votes of the jury members present at the meeting, abstentions not being allowed.

12. Evaluation criteria

Under the terms of the provisions of article 5 of RJEC, the selection methods are

- a) (Curricular) evaluation of the candidates' professional and curricular background (CE) (0-90 points - 90%);
- b) Interview (IV) (0-10 points - 10%).

The evaluation criteria to be applied will be as follows:

Curricular Evaluation (CE) (for a total of 100 points):

- a) Professional experience in the functional content of the competition (50 points)
- b) Training in the functional area for which the competition is open (20 points)
- c) Academic qualifications relevant to the competition (20 points)
- d) Level of proficiency in Portuguese and English (10 points)

The five candidates obtaining the highest curricular assessment score, provided that it exceeds 75 points out of 100, will be admitted to the interview phase, aimed at clarifying aspects of the curriculum, which will be assessed according to the following criteria:

Interview (IV) (for a total of 100 points):

- a) Personal and relational skills (25 points)
- b) Compatibility with the profile sought (50 points)
- c) Demonstrated knowledge in the functional area in question (25 points)

The final classification (FC) of the candidates admitted to the interview phase will be determined by the following formula $FC=(CE*0.9) + (IV*0.1)$

13. Deliberation and form of publication

The jury deliberates by means of a reasoned roll-call vote in accordance with the selection criteria adopted and disclosed; abstentions are not allowed. Minutes are taken

of the jury meetings, which may be held via video conference, containing a summary of what occurred, as well as the votes cast by each member and respective reasoning. After concluding the application of the selection criteria, the jury proceeds to draw up the ordered list of approved candidates with the respective classification, obtained according to the application of the published evaluation criteria. The jury's final decision is ratified by the institution's top manager, who is also responsible for deciding on hiring.

The ordered list of candidates will be made available in minutes, and candidates will be notified by email of its availability.

14. Prior hearing and deadline for the final decision

After notification of the results, the candidates have 05 working days to comment. In the following 20 working days, counted from the end of the deadline for candidates to comment, the jury's final decision is issued.

15. Privacy Policy

B2E is the Data Controller of personal data under Regulation (EU) 2016/679 (General Data Protection Regulation).

The personal data processed in the context of this recruitment competition are intended for the instruction of the competition and will be processed by B2E for the purpose of verifying that candidates meet the requirements set out in the applicable legislation for their recruitment. The opposition to the treatment of the data by the candidates will make it impossible to admit the application and, consequently, the analysis and evaluation of the same.

The Holder's personal data, if indispensable for the fulfilment of B2E obligations, may be transmitted to third parties, namely to the Funding Bodies identified in this Announcement.

The data conservation period will correspond to the legally defined five-year period.

The data holder has the right to oppose the collection and processing, to verify, correct, delete and limit the use of the data collected. The exercise of these rights is excepted when your personal data is used to safeguard the public interest, particularly in cases of detection and prevention of crime, or when they are subject to professional secrecy.

To exercise the respective rights, please contact the B2E through the email address **b2e@b2e.pt** or at the address identified at the end of this Notice under "Contacts for clarifications". The Data Subject always has the right to contact and make a complaint to the National Commission for Data Protection.

16. Non-discrimination policy and equal access

B2E actively promotes a policy of non-discrimination and equal access, so that no candidate can be privileged, benefited, prejudiced or deprived of any right or exempt from any duty, namely due to ancestry, age, gender, sexual orientation, marital status, family situation, economic situation, education, origin or social condition, genetic patrimony, reduced work capacity, disability, chronic disease, nationality, ethnic origin or race, territory of origin, language, religion, political or ideological convictions and union membership.

17. Closing remarks

The present tender is exclusively aimed at filling the indicated vacancy and may be terminated until the ratification of the final ranking list of candidates and expires with the respective occupation of the job position on offer.

The present tender and the contract signed as a result of it shall only be effective if the financing conditions foreseen by INNOECOFOOD project, Notice HORIZON-CL6-2023-FARM2FORK-01-19, under Horizon Europe.

The present tender may be cancelled when it becomes void, when any case of force majeure occurs, or when budgetary reasons, supervening the opening of the tender, so determine.

The opening of this tender procedure is for the selection of a Communication Manager position, under a fixed-term employment contract, subject to the private law regime. The basis of the contract is the execution of a determined, precisely defined and non-lasting service, and the contract must be financed regardless of its origin.

The contract to be signed is an open-ended employment contract for the duration of the project task, (20 months) or for as long as the funding lasts, but not exceeding the maximum limit of 72 months.

The position may involve frequent travel within the country and abroad, and the candidate must be able to travel.

18. Contacts for clarifications

b2e@b2e.pt