



Job offer

Communication & PR manager

Are you a skilled communicator with a passion for collaboration, creativity and working internationally? Do you want to use your expertise to promote democratic participation and civic engagement in Erasmus+ and European Solidarity Corps?

If you answered “yes”, apply by 10 September to become the Communication and PR Manager of SALTO Participation and Information Resource Centre (SALTO PI).

About us

Established in 2018, SALTO Participation and Information (SALTO PI) is a European Resource Centre dedicated to supporting the stakeholders of the Erasmus+ and European Solidarity Corps (ESC) on how to utilise these Programmes as tools for promoting meaningful [participation in democratic life](#).

Our main responsibilities as outlined in our strategy are:

- Providing information, resources and inspiration that support a shared understanding of democratic participation and the recognition of Erasmus+ and ESC programmes as tools to promote it among its stakeholders
- Supporting National Agencies in developing systemic and high-quality approaches to it in their own work, by providing them with capacity-building events, training materials and peer learning networks;
- Contributing to the quality implementation, monitoring, evaluation, and communication of democratic participation in Erasmus+ and ESC through strategic work.

We are hosted by the Erasmus+ and European Solidarity Corps Agency in Estonia (operating under the Education and Youth Board – HARNO) and mandated by the European Commission.





About the role

The role of SALTO PI's Communication & PR manager entails:

- SALTO PI brand, themes, events and services communication management, based on the existing communication and institutional strategy and your proposals, such as:
 - Developing and implementing the monthly communication plan, including management of social networks, newsletters and digital platforms (definition of content, copy, control and analysis of results, monitoring and evaluating performance metrics, ensuring good SEO/SEM of our web platforms);
 - Creation of content and strategic communication and dissemination campaigns and materials for our different projects and resources, tailored to our different stakeholders, (i.e. project applicants/beneficiaries such as youth workers, educational staff and institutions, researchers, civil society and political organisations, National Agencies, experts, etc).
 - Planning and implementing communication and PR of events, including pre and post event engagement;
 - Creation of regular, easy-to-understand and attractive communication to create awareness and understanding of "participation in democratic life" in Erasmus+ and ESC programmes, as well as relevant aspects of its implementation;
 - Ensuring the institutional visibility of SALTO PI's and Participation Pool (i.e. through our communication channels and those of partners, merchandise, etc);
 - Proposing actions to address improvement needs and leading communication-related enhancement actions (ex. accessibility testing);
 - Knowing the partners, stakeholders and target groups of SALTO PI and support the team in finding adequate and engaging communication approaches to them;
 - Provide the team with tools/guidance to ensure a cohesive communication style (ex. templates, guidelines).
- Performing the role of editing and marketing manager for the Participation Resource Pool (participationpool.eu) with the following responsibilities:
 - Producing and/or organising copywriting, visuals and external proofreading for news, articles and resources to ensure the content and its structuring is informative, clear, engaging and SEO friendly;
 - Providing/updating style guidelines for content creation by the team and external experts that support coherence between visual and written content and the general structure, as well as accessibility of the website;
 - Understanding the back office and ensuring the processes for publication of content and fix of bugs and other technical issues together with the web admin.
- Contributing to the general work and quality of SALTO PI and team processes:
 - Collaborating on joint projects and provide inputs or support colleagues in their projects according to needs, availability and skills;





- Being part of work plan ideation, improvement and evaluation processes;
 - Reporting on the plans and results of your work and share lessons learned;
 - Joining and/or organising team meetings, knowledge sessions, teambuilding, feedback systems, etc;
 - Reflecting, assessing and registering the work performed and contributions to achieving our strategic goals;
 - Identifying and proposing opportunities to evolve the mission of SALTO PI and internal processes;
 - Representing SALTO PI in international events (online and offline) to provide/gain expert input, collect knowledge and ideas, and/or explore collaborations.
- Supporting the National Agencies network of communication and information officers and their annual training event, particularly on the implementation of the horizontal priority of “democratic participation”, both in their internal work and in communication with national Erasmus+ and ESC target audiences.
 - Liaisoning with, providing expertise and support, and working together with Information partners such as the European Commission, National Agencies, partner organisations, and other actors.

Note: This is a non-exhaustive list of the expected tasks to be led and implemented by the Communication & PR manager with the support of the communication support administrative officer and external providers (ex. web developers, web admin of Participation Pool, IT department of HARNØ) and, when needed, other service providers can be hired for providing specific tasks (ex. requesting a CVI from a graphic designer).

Profile of the candidates

We are looking for candidates who meet the following **requirements** (please note relevant volunteering experience is considered equal to other professional experience):

- At least 3 years of experience in communication management (required), with special emphasis on social media management, content management/creation and/or brand and product management.
- A higher education degree, preferably in communication, marketing or related topics (required). Further formal and non-formal training in the topics is valued.
- Fluency in English, both oral and written (C2 required, no specific certificate needed). Good command of Estonian is an advantage but not prerequisite.
- Proven track record of successfully planning delivering effective activities to reach and engage diverse target groups through various platforms and leading related





technical and including logistical arrangements. Graphic design, copywriting and/or journalism skills are not mandatory but preferred.

- Ability and skills to design processes for institutional partnerships building, community building, and research-based communication;
- Personal alignment with the mission of SALTO PI, including an understanding and interest for working with: democratic participation and civic engagement; the Erasmus+ and/or European Solidarity Corps programmes; participatory methods and processes; and capacity to represent SALTO PI institutionally.
- Proactivity, accountability, creativity, curiosity, and openness to gather and share information to reflect, learn, innovate and ensure quality of the work;
- Excellent interpersonal communication skills (oral/written) for diverse audiences;
- Ability and eagerness to work both autonomously and together with team members and/or external actors from different work and country backgrounds;
- Experience and/or interest in developing inclusive communication, including following relevant accessibility regulations and with a participatory approach, keeping in mind needs, opinions and involvement of the target groups as an overall institutional approach;
- Capacity to meet deadlines and goals by adequately self-managing workload, risks and opportunities, allocating time and resources, monitoring and adjusting plans, and requesting support in a timely manner.
- At ease with working within existing strategic frameworks, administrative procedures and budget, and being flexible and solution-oriented (particularly when faced with challenges).

Ideally, our future team member is familiar with our fields of work and stakeholders, so we consider it an **asset** if you have experience in working (including volunteering) with:

- the Erasmus+ and/or European Solidarity Corps;
- one or more of the audiences of SALTO PI;
- one or more of the educational fields of the Programmes: Youth (work), Vocational Education and Training, Higher Education, School Education and/or Adult Education;
- event design and organising (particularly international training or seminars);
- the processes of developing pedagogical tools and/or participatory approaches.





The offer

For this position, we are offering a **permanent full-time contract** (40 hours per week), starting as soon as possible, preferably from October 5. The gross monthly salary for this position is €2,700 plus other benefits to employees, such as:

- Health insurance or a stipend for well-being activities and additional financial support for health-related needs such as psychological counselling.
- Individual budget for your professional development needs and the possibility of attending additional seminars and training events internationally.
- Social and cultural events with SALTO PI, Estonian National Agency and Harno colleagues.

This position is **based in Tallinn, Estonia** and candidates should live in the surrounding area or be prepared to relocate. For better work-life balance, there is a possibility of **combining in-person work and home office**, and of short temporary periods of fully remote work depending on the work needs and predetermined conditions.

The **onboarding period is of up to four months**, in which you will count on the continuous support of all team members and a mentor for direct support.

The position entails the regular possibility of **international work missions** for sharing and learning with a wide range of European stakeholders, partners, and experts.

Employees are currently offered **35 days of leave** plus 3 paid health days per year. Employees are currently offered **35 days of leave** plus 3 paid health days per year. Given the flexible and dynamic nature of our work, there may be times when tasks need to be completed outside of regular working hours or require international travel. In such cases, any **overtime incurred will be compensated with equivalent time off**, ensuring a balanced approach to work and personal time.

The team

SALTO PI team is formed by **active professionals from different countries committed to our vision of a Europe in which all individuals to have the right, means, space, opportunity and support to be active in the democratic life** and influence decision-making. It consists of seven permanent positions.

Thus, in our team members, we are looking for people who **values and can contribute to an empathetic team atmosphere** where everyone can bring their full self to work, show their own strengths and weaknesses and grow, and identify strength and skills in others. We strive to achieve this by creating **spaces for co-creation, creativity and**





peer support, including giving and receiving constructive feedback collective knowledge development, teambuilding activities, and reflective practice.

Each team is given the opportunity to suggest actions for improving the work of SALTO PI and our internal dynamics, and to lead or contribute to our different initiatives.

Application procedure and timeline

To apply, submit your application through the [RECRUR online recruitment system](#) by **Tuesday, 10 September 2024 23:59 EEST by sending us your CV** highlighting relevant experiences and providing **answers to the questions on the form**.

Selected applicants will be contacted by email or phone by **16 September** for an interview in the following days.

Applicants must have the legal right to work in Estonia. This includes holding Estonian citizenship, EU/EEA/Swiss citizenship, or a valid residency permit and work authorization for Estonia.

Please note that due to the large number of applications we usually receive, we unfortunately cannot give individual feedback to each applicant.

Anti-discrimination policy

Our recruitment procedures are done in a transparent way and comply with all relevant employment regulations. No job applicant or employee will receive less favorable treatment on the grounds of race, colour, nationality, religion, ethnic or national origins, gender, gender identity, marital status, caring responsibilities, sexual orientation, disability or chronic illness.

Contact

For more information, please contact us at participation@salto-youth.net.

