

# Job description and person specification

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**Job title: Media & Communication Manager**

**Reporting to: Executive Board of BlueBio Alliance**

**8<sup>th</sup> November 2022**





## CALL FOR A MEDIA & COMMUNICATION MANAGER

Reference: BLUE BIOECONOMY INNOVATION PACT BlueBio Alliance\_M&CM

Job title	Media & Communication Manager
Reporting to	Executive Board of BlueBio Alliance
Location	Portugal, hybrid
Duration	2 years

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## BlueBio Alliance opens an international call to hire a Media & Communication Manager in exclusivity and full-time under the “Plano de Recuperação e Resiliência”.

### Overview

Blue Bioeconomy Innovation Pact is supported by Next Generation EU funds. The overall project focuses on supporting and embracing the challenge of reindustrializing Portuguese industries through the integration of blue biotech solutions in value chains, leveraging the sustainable use of marine bioresources to increase added value through decarbonizing innovation. The Blue Bioeconomy Innovation Pact aims to bring the Ocean to shelves by investing in seven sectors: biomaterials applications, bivalves production, marine-based textiles, sustainability in the food sector; scale-up of algae production; circular feed solutions and bioinformatics for the fishing sector. In addition, three transversal initiatives overarching aim at accelerating the development and commercialization of products and services of the sector: the Portuguese Blue Biobanks network, a digital platform for the valorization of marine co-products, and promotion of startups and SMEs’ growth and internationalization.

The Pact is a cross-cutting investment plan focused on adding value to national industries through the development, integration, and creation of sustainable innovative solutions. It meets the growing interest from companies and consumers to actively contribute to the UN Sustainable Development Goals (SDGs) and contributes to the EU Green Deal goal of climate neutrality by 2050.

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### Position Overview

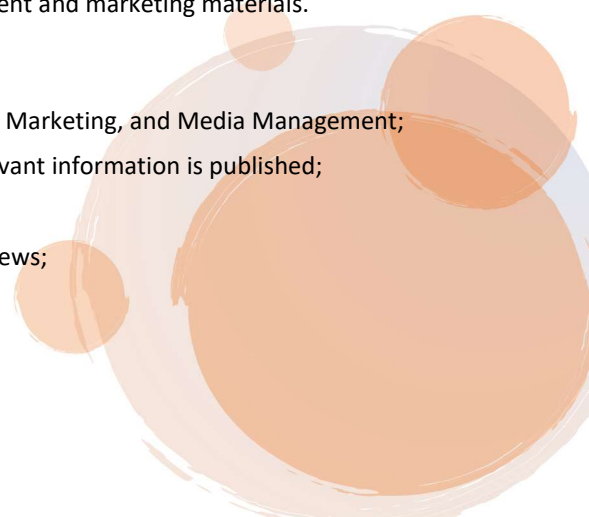
BlueBio Alliance (BBA) is looking for a Media & Communication Manager for communication planning and execution of the communication strategy in accordance with the organization’s mission and vision.


Ideally, BBA is looking for a candidate who has already gained professional experience in developing and managing communication strategies, background knowledge and/or experience in working with marine topics, and especially science-business-policy communication is regarded as a key asset.

A key part of this role will be to manage project communication needs and disclose to make a positive contribution to the project’s success, working directly with media and other institutions representing the blue economy sector.

Primary responsibilities will include the creation of a communication strategy plan during the entire project execution period, collection and selection of relevant information to disseminate, and establish official and institutional communications with the institutions operating in the blue economy sector (SMEs, R&D centers, NGO’s, Foundations, large companies and individual innovative actors) by working with them to identify relevant dissemination needs. Overseeing the implementation of both internal and external communication strategies, her/his duties include managing external communication channels like social media platforms, company websites, and media relations, writing copy for company newsletters or memos, and adhering to a company’s brand by publishing content and marketing materials.

Specific functions of the role will include:

1. Stimulate/accelerate the strategy of Business Communication, Digital Marketing, and Media Management;
  2. Regular contact with Media for public relation activities ensuring relevant information is published;
  3. Graphic and Multimedia objects creation;
  4. Write letters, press releases, and speeches following organizational news;
  5. Communicate with media and journalists and create press kits;
  6. Coordination of marketing materials;
  7. Implementation, follow-up and clipping of the communication plan;
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8. Provide reports of campaign execution, data analysis, and key performance indicators;
  9. Perform communications research and monitor the progress of communication strategy.

Starting applications: 8th November  
Closing application date: 30th November  
Type: Full-time  
Location: Portugal, Europe  
Starting date: January 2023

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## Admission Requirements/Profile of Candidate

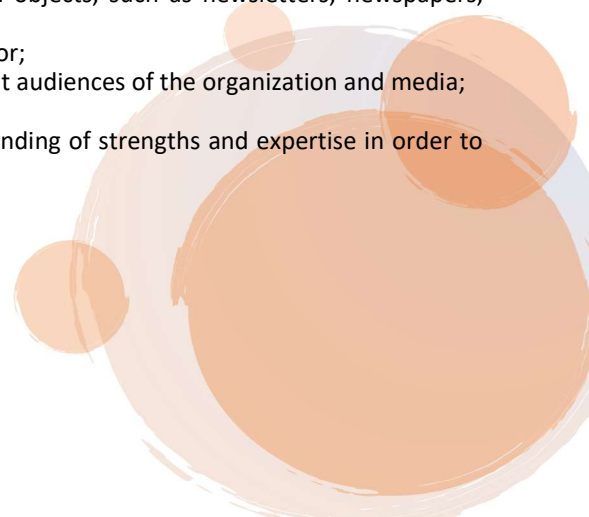
Applicants may be any Portuguese nationality, foreign or stateless candidates that hold the following requirements:

1. Degree in Information and Communication Technologies, Multimedia Communication, Communication Sciences and Journalism, Digital Marketing, or Business Communication or related fields;
2. 1 to 2 years of work experience in media and communication management (mandatory);
3. Exceptional communication abilities, including writing, speaking, and active listening;
4. In-depth knowledge of best writing and messaging practices for business correspondence, public relations, advertising, marketing, and social media;
5. Good IT skills and proficient Knowledge of workspace and web domains;
6. Bioeconomy ecosystem communication experience (preferential);
7. Highly motivated to develop strategies for engaging with stakeholders, associates, media personalities, and internal company employees;
8. Good organization, communication and time management skills;
9. Dynamism and ability to perform different tasks;
10. Excellent interpersonal skills and teamwork spirit;
11. Planning and organizational skills;
12. Fluency in Portuguese and English (written and spoken, mandatory);
13. Immediate availability (and availability to travel).

Our commitment to equality and diversity. We are committed to recruiting, promoting, and developing our people solely on the basis of their ability to contribute to project objectives, without regard to their gender, race, disability, religion, national origin, ethnicity, sexual orientation, age, or marital status. This diversity engenders a richer, more creative environment – one in which our people develop, and clients are served better.

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## Key Responsibilities

1. Plan and develop communication strategies that can be integrated into different media platforms;
  2. Produce multimedia content, using images, video and audio equipment;
  3. Create, edit and implement multimedia objects using the appropriate computer equipment and tools;
  4. Develop graphic materials for institutional communication;
  5. Make photo reports, documentaries, videos and short films;
  6. Participate in the graphic design and execution of various editorial objects, such as newsletters, newspapers, posters, brochures, magazines, and manuals;
  7. Develop informative texts within the scope of the blue economy sector;
  8. Manage communication and promotional processes with the different audiences of the organization and media;
  9. Plan, organize and implement a communication plan;
  10. Engage with core blue economy players to develop a good understanding of strengths and expertise in order to disseminate information;
  11. Take responsibility for their own learning and development.
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## Work Plan Activities

The work falls within the scope of leading activities of BlueBio Alliance:

1. Management and execution of the internal/external communication strategy;
2. Interoperability;
3. Support for carrying out dissemination actions at national, European, and international levels;
4. Participation in events and work meetings related to the activities.

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## Preliminary Hearing and Final Decision

All candidates have 10 working days to respond. The panel's final decisions are pronounced within a period of 30 days from the application deadline.

Members of the Jury:

- Executive Director – Gonçalo Costa
- Member of the executive board – Catarina Pinto Correia
- Member of the executive board – Sónia Cruz
- Member of the executive board – Vítor Vasconcelos
- Member of the executive board – João Rito

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## Start Date and Workplace

The full-time employment contract is expected to start in January 2023 and will last only for the necessary execution period of the work plan previously described, which is estimated to have a predicted duration of 24 (twenty-four) months, until 31-12-2024. The work will be developed remotely and in person according to the necessary locations for its execution.

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## Application process:

Please fulfill the form with the documents (indicated below):

- a) Motivation Letter in English;
- b) Detailed CV in English;
- c) Relevant portfolio.

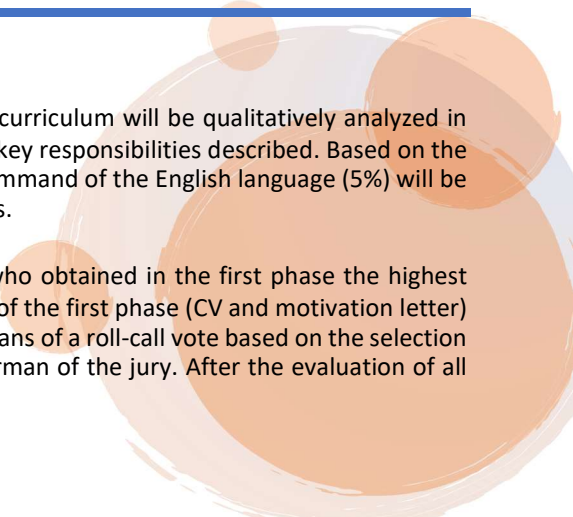
You can also send the PDF format to the following e-mail: [assessoria@bluebioalliance.pt](mailto:assessoria@bluebioalliance.pt), indicating the Reference of the position (mandatory).

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## Evaluation Criteria

**First phase:** Curriculum Analysis (85%) and Motivation Letter (15%). The curriculum will be qualitatively analyzed in what concerns its content and relevance for the tasks to be performed and the key responsibilities described. Based on the letter of motivation the interest for the activities to be performed (10%) and command of the English language (5%) will be evaluated. Mandatory criteria will be first considered for eligibility of candidates.

**Second phase:** The jury will select for the interview the 3 candidates who obtained in the first phase the highest ranking, with a minimum of 75%. The final classification will have a 50% weight of the first phase (CV and motivation letter) classification and a 50% weight for the interview. The jury shall deliberate by means of a roll-call vote based on the selection criteria. In the event of a tie, the decision will be the responsibility of the chairman of the jury. After the evaluation of all





admitted applications, the jury will write a meeting minute with all processes of recruitment, evaluation, and selection including an ordered short list of approved candidates and their respective classification and final decision of the jury.

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## Results

All candidates will be notified by email.

Admitted and excluded candidates list and final classification list it will be available for consultancy.

