



Role description

1. **Role:** Marketing and Communication Officer Co-Location KIC InnoEnergy Iberia

2. **Framework:**

The EIT (European Institute of Technology) has selected KIC InnoEnergy as the Knowledge and Innovation Community for paving the way for an independent and sustainable energy system in Europe. For achieving that goal, KIC InnoEnergy will foster the integration of education, technology, business and entrepreneurship, strengthening the culture of innovation.

KIC InnoEnergy is a newly founded SE company, incorporated in The Netherlands, with 30+ European shareholders, all of them key players in the energy field, with top rank industries, research centers and universities. Those 30+ entities are geographically attached to one of 6 Co-Location Centers (Sweden, Poland, Germany, Benelux, France and Iberia). Each center is responsible for the coordination of a theme within the field of sustainable energy:

- Sweden: European Smart Electric Grid & Electric Storage
- Poland: Clean Coal Technologies
- Germany: Energy from Chemical fuels
- Benelux: Intelligent, energy-efficient buildings and Cities
- France: Sustainable nuclear & renewable energy convergence
- Iberia: Renewables

Besides those 30+ shareholders, there are associated partners, and project partners, (up to 170+ altogether) that collaborate in the projects and programs of KIC InnoEnergy.

KIC InnoEnergy will deliver, among others, 3 distinctive outputs:

- MSc, PhDs and PostDoctorate engineers in the energy fields described above, with strong entrepreneurship capabilities
- Innovative technology for the energy sector, in the form of patents, new products and services.
- Start Ups in those fields of energy, upon the innovations developed internally or identified externally

KIC InnoEnergy is organized as a holding company, with additional legal entities at each Co-Location Center, where KIC InnoEnergy controls at least 51% of the voting rights (through shares if those entities are companies, or by other means if they are not companies). One of these subsidiary companies is KIC InnoEnergy Iberia S.L.

KIC InnoEnergy's strategic objective is *“to become the leading engine of innovation in the field of sustainable energy”*. This objective should satisfy the expectations and needs from a number of stakeholders and customers, namely:

- KIC partners
- SMEs
- Students
- Researchers
- Entrepreneurs
- Venture capital and private investors
- European Institute of Innovation and Technology (EIT)
- Public Administration
- Society

The degree of success in the process for achieving the strategic objective is monitored through a balanced scorecard containing KIC relevant Key Performance Indicators (KPI)

In this context, Marketing and Communication is of paramount importance for KIC InnoEnergy, not only to attract customers, but also to inform the stakeholders about our progress and generate overall awareness.



Another important aspect of KIC InnoEnergy is its “Community Dimension”. The InnoEnergy Community is composed by people belonging to the three sides of the so-called Knowledge Triangle: education, technology and business. The innovation model of KIC InnoEnergy is based on the integration of the three sides of the knowledge triangle. For this purpose, the function Communication is key, as it contributes to bring together people with different backgrounds and cultures and to help them work for common goals.

KIC InnoEnergy Iberia is looking for a person responsible for the Marketing and Communication function.

3. Mission, role & responsibilities:

At KIC SE level, (in collaboration with the other members of the KIC SE MarCom Working Group)

- Together with KIC SE Communication Officer and peers from other CCs:
 - contribute to the development and implementation of KIC SE communication plan
 - review and monitor progress of KIC SE communication plan
- Act as a permanent link between KIC SE and CC Iberia for all matters related to Communication

At CC Iberia level (in collaboration with the Executive Committee)

- Develop CC Iberia Communication plan, ensuring coherence with KIC SE. Review and monitor progress.
- Ensure wide and coherent deployment of KIC InnoEnergy corporate identity within CC Iberia.
- Foster the creation of a real Knowledge and Innovation Community in CC Iberia.
- Manage/carry out marketing and communication activities taking place in CC Iberia. i.e.,
 - definition and update of website and extranet,
 - development of brochures and other printed material,
 - publication of newsletter,
 - launching of publicity campaigns,
 - preparation of articles and press releases,
 - organization of dissemination activities,
 - organization of participation in events, exhibitions or fairs,
 - creation and maintenance of CC Iberia event agenda,
 - etc.
- Establish permanent relations with Spanish and Portuguese media and with international media related to innovation, Sustainable or Renewable Energy, etc.

4. Key Qualifications

- Bachelor or higher degree on Communication, Marketing, or similar
- Significant experience in marketing/communication, preferably related to any of the following areas: innovation, education, research, technology, industry, sustainable/renewable energy sector
- Experience in multinational work environment
- Excellent writing skills
- Required: Very fluent in English and Spanish (both oral and written)
- Appreciated: Very fluent in Portuguese and Catalan (both oral and written)

5. Code of conduct/Values:

- Proactive
- Creative
- Enthusiastic
- Executive
- Trustable
- Team spirit
- Foster right working climate
- Transparent



6. Reports to:

Dual reporting to Iberia CC manager and KIC SE Marketing and Communication Officer

7. Working team:

- Iberia CC Executive Committee
- Iberia Business Creation Consultant team
- KIC SE Marketing and Communication Working Group

8. Logistics:

- Based in Barcelona
- Full-time job

9. Information to be provided

- CV of the individual candidate

10. Incorporation: Immediate