

The European Space Policy Institute (ESPI) is looking to employ a Communications Officer to continuously develop and implement a communications plan, to improve the impact and outreach of the Institute and to shape the Institute's communications strategy. The position is located at the premises of the Institute in Vienna, starting on 15 May 2023.

The European Space Policy Institute

The European Space Policy Institute (ESPI) is an association incorporated under the Austrian law. It was founded in 2003 at the initiative of the European Space Agency (ESA) and the Austrian Research Promotion Agency (FFG) and it is supported by members including national space agencies, the European Commission, and leading space industry companies.

ESPI's mission is to provide decision-makers with proposals, recommendations and policy options, supported by informed views on mid-to-long-term issues relevant to Europe's space activities. ESPI fulfils its objectives through multidisciplinary research activities giving way to a variety of publications, while also organizing conferences, workshops and public events including the annual ESPI Autumn Conference. The Institute has a privileged relations with key stakeholders in the European space sector, while also engaging with the local space and diplomatic community in Vienna and with a network of researchers and experts in Europe and across the globe.

More information on ESPI is available on our website: www.espi.or.at

Fields of activities and duties

The Communications Officer will support the development of the Institute through the **planning, revision and implementation of ESPI's annual Communications Plan and proactively implementing the communications activities of the Institute.**

The Communications Plan helps the Institute achieve its objectives in outreach and impact toward decision-makers in the European space sector. It also helps the Institute to strengthen its position in the space sector through networking and partnerships with relevant organisations (public agencies, think tanks, industry...). The Communications Plan integrates all relevant communication channels and tools to promote the work and image of ESPI in line with its mission and values. The Communications Officer will implement this plan in close cooperation with ESPI management and research team.

Additionally, ESPI recently launched a new website and visual identity. The Communications Officer will be responsible for supporting continued roll-out of ESPI's new identity and ensuring all products match the branding guidelines that were developed for the Institute.

Duties and responsibilities envisioned for the position include:

i. Driving and implementing:

- Development of a an annual Communications Plan reflecting the Institute's Priorities;
- Monthly proposal of Communications in line with the Annual Communications Plan;
- Continuous interaction with the Team on ongoing activities;
- Ensuring ESPI's Visual Identity, including the design of report covers, social media graphics, promotional material, banners and other materials in alignment with ESPI's branding guidelines;
- Setup and maintenance of an activity tracker covering all ESPI external activities;
- Development of an ESPI Annual Report based on all activities undertaken by the Team;
- Management of Social Media accounts through proactive interaction with the Team;
- Reporting from & Participation in ESPI's Vienna-based events;
- Administration of ESPI Website and support to its continuous improvement;
- Administration of ESPI's newsletter;

- Management of printed materials & merchandise from external vendors and suppliers;
- Management of ESPI's Google Advertisements;
- Continuous monitoring and evaluation of ESPI outreach and impact indicators (e.g. downloads)

ii. Supporting:

- Support to management of relationships with journalists and media outlets;
- Support to partnership building and networking activities;
- Support to visual elements of ESPI publications and preparation of multimedia presentations;
- Support to the secretariat of the European Centre for Space Economy and Commerce (ECSECO) in design and digital communications (e.g. website and social media);
- Support to the organization of events (e.g. public relations, on-site support, registration);
- Support to ESPI Staff participating in external events

Qualifications and competencies

For this position, ESPI is looking for applicants having completed a degree in Marketing, Communications, Business Administration or equivalent, with at least 2 years of related professional experience. **A good knowledge and understanding of the space sector will be considered an asset.**

The working language of ESPI is English. **Excellent command of the English language, written and oral, is a prerequisite.**

The following competencies and skills are required for the position:

- **Mastery of digital communication channels and tools:**
 - **Social Media** (e.g. LinkedIn, Twitter, Hootsuite)
 - **Photo editing software** (e.g., Adobe Photoshop and Adobe Spark)
 - **Wordpress** - programming skills are NOT required
 - **SEM** (e.g. Google Ads) and **SEO**
 - **Other tools** (e.g. MailChimp)
- **Great organizational skills**
 - Development and Implementation of Monthly Plans
 - Anticipation of upcoming Events & Outreach Opportunities
 - Sourcing Information from Research Team & External Partners
- **Attention to Detail**
 - Document and Website Formatting;
 - Content Management
 - Database Management;
- **Strong copywriting ability for multiple platforms and audiences**
 - News Development based on Team Input
 - Newsletter texts
 - Social Media Posts

Application process

ESPI can only accept applications by EU citizens or non-EU citizens holding residence and employment permit in Austria.

To apply, please send to office@espi.or.at a copy of your CV, a cover letter and – if applicable – sample documentation supporting your qualifications (e.g. homepage or visual design work, etc.), with subject: “ESPI Communications Officer application” **before 17 March 2023, 13:00 CET**. Please do not submit educational records or certificates at this stage.

The position is planned to be full-time (40 hours/week). The minimum salary for this position is € 3,000 gross per month on a full-time basis (paid 14 times a year). The actual salary depends on your qualifications and experience.