

Digital Marketing and Communications Officer [M/F] - 1 vacancy

Post Ref.: CCMAR/TSMDC/04/2024

The Algarve Centre of Marine Science (CCMAR) opens a vacancy for a Digital Marketing and Communications Officer (Técnico/a Superior de Marketing Digital e Comunicação) (M/F), to satisfy temporary needs under an uncertain term employment contract in order to support the work carried at the CCMAR Science Communication Unit.

We are looking for an enthusiastic and communicative team member with knowledge, skills and experience in digital marketing and communication to join the CCMAR Science Communication Unit. This person must be passionate about engaging diverse audiences, have the creativity to craft and execute innovative digital content strategies, and be proficient in digital communication and marketing techniques. Other desired qualities include fast learning, strong organizational and multitasking skills, and a collaborative mindset to thrive in a team environment.

Tasks and Main responsibilities:

- **Social Media Management:** planning, executing, and analyzing social media campaigns across multiple accounts on several platforms (Facebook, Twitter, LinkedIn, Instagram, and others). This involves creating content calendars, engaging with followers, monitoring trends, implementing advanced marketing techniques, and analyzing performance metrics.
- **Website Management:** overseeing several websites, ensuring they are up-to-date, user-friendly, optimized for search engines, and monitoring website analytics.
- **Digital Advertising:** planning, executing, and optimizing digital advertising campaigns across platforms like Google Ads, Facebook Ads, LinkedIn Ads, etc. This includes setting budgets, targeting specific audiences, creating ad creatives, and monitoring performance.
- **Content Strategy:** Developing and implementing a content strategy that aligns with the goals and target audience of the projects and centre, including creating, curating, and managing digital content such as blog posts, social media updates, videos, and infographics.
- **Brand Management:** ensuring consistency in messaging, tone, and visuals across all digital channels to maintain brand identity and reputation of the different projects.
- **Email Marketing:** managing email marketing campaigns, including designing templates, segmenting lists, scheduling sends, and analyzing performance metrics such as open rates, click-through rates, and conversions.
- **Analytics and Reporting:** monitoring and analyzing key performance indicators (KPIs) across digital channels, such as website traffic, social media engagement, email open rates, and conversion rates.

Monthly Gross Salary: 1,649.15 €

Application submission process and documents: Only applications submitted through the CCMAR website will be considered [here](#). Applications are considered to be correctly submitted only after the candidate has received a confirmation e-mail from CCMAR. Applications (in English) must include:

1. Motivation Letter (in English).
2. Detailed CV (in English) in accordance with the required profile, ideal profile and selection criteria.
3. Copy of the BSc. Degree Certificate.
4. Email contacts of up to 3 referees.
5. 1 to 3 links for social media accounts that the applicant has managed (please include the period during which you managed each accounts)

Non-compliance with the provision of these documents and information determines the immediate rejection of the application.

Required profile:

QUALIFICATIONS (mandatory requirements):

- A degree (Licenciatura/BSc) in Marketing, Communication or related fields.
- Specific training in digital communication and/or digital marketing.

PROFESSIONAL EXPERIENCE (mandatory requirement):

- A minimum of three years of experience as a digital communications/marketing manager.

Non-compliance with the mandatory requirements described above (qualifications and professional experience) invalidates the application. The provision of false documentation will be punished by law.

The following abilities and skills will also be considered when evaluating the candidates:

ABILITIES AND SKILLS:

- Excellent written and verbal communication skills.
- Fluency in Portuguese and English (Excellent level - oral, comprehension and written).
- Strong organizational and project management skills.
- Exceptional social and communication skills to engage with diverse audiences.
- Ability to translate complex scientific content for different audiences.

Working contract conditions: uncertain term employment contract expected to start from June 2024.

Working Schedule: 35 hours weekly – however it might be necessary sporadically to work outside of normal working hours to attend/organize events or to meet project deadlines.

Working Place: CCMAR

Application Period: 8th of May 2024 until 22nd of May 2024 at 23:59 (Lisbon time, Portugal).

Selection Committee: Doctor Rita Abecasis, responsible for the scientific communication department (president of the jury), Professor Adelino Canário, Full Professor at Algarve University, Group Leader and President of the board of Directors at CCMAR (full member) and Dr. Tiago Viegas, Multimedia Officer at the scientific communication department (full member).

Selection Criteria:

Through the analysis of the application documents the evaluation criteria for the applications and their relative weight for ranking are as follows:

1. Qualifications (20%)
2. Work experience (40%)
3. Motivation (40%)

The selection committee reserves the right to contact and interview candidates if additional information or clarification of any curricular aspect is necessary. In case it takes place, the interview aims to evaluate in more detail the curricular items used to grade the candidate according to the list above.

In the eventuality that no applicant has the necessary profile, the selection committee reserves the right to close the call without any recruitment. In the event that the selected person does not take up the position because of failure to comply with documentary requirements or any other reason, or later during the contract if they resign, the jury reserves the right, upon convenience and opportunity, to assign the position to the next applicant in accordance with the ranking positions based on the selectable list that can be used up to 12 months of the date of the present announcement.

The board of Directors reserves the right, due to a change in circumstances at the date of the present announcement, to cancel the present call without any recruitment.

Results: The lists of admitted and excluded candidates, and the final classification list, shall be posted on the CCMAR website [here](#) and all candidates will be notified by email.

Preliminary Hearing and Final Decision Deadline: After notification, candidates have 10 working days to contest the preliminary decision sending an email to the selection committee. The final decisions will be announced within 90 days of the application deadline.

CCMAR holds the right to cancel this procedure if funding is cancelled.

Candidates holding degrees awarded by a foreign university should have their degree recognized in Portugal by the contract signature. Non-compliance justifies exclusion from the procedure. Information about the recognition procedures can be obtained at any Portuguese university or here.

Disabled candidates shall be preferred in a situation of equal classification, and said preference supersedes any legal preferences. Candidates must declare, on their honour, their respective disability

degree, type of disability and communication / expression means to be used during selection period on their application form, under the regulations above.

CCMAR's non-discrimination and equal access opportunities policy – No candidate can be privileged, benefited, jeopardised or be deprived of any right or exempt of any claim in regards to descendent, age, gender, sexual orientation, marital status, economic situation, origin, social economy, genetic heritage, disability, chronic disease, nationality, ethnicity, territory of origin, language, religion, politics, ideology or union membership.

May the 6nd 2024