



Co-funded by the
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Call for Expression of Interest for Content and Digital Community Experts



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Overview of EIT Food

At EIT Food, we accelerate innovation to build a future-fit food system that produces healthy and sustainable food for all. To achieve this, we are leading the world's largest food innovation community. Through a missions-led approach, we put improving outcomes for people and planet as the starting point for our work.

Supported by the European Institute of Innovation and Technology (EIT), a body of the European Union, we invest in projects, organisations and individuals that share our goals for a healthy and sustainable food system. We unlock innovation potential in businesses and universities and create and scale AgriTech startups to bring new technologies and products to market. And we equip entrepreneurs and professionals with the skills needed to transform the food system and educate and inspire the next generation.

Our innovation projects are delivered with a combination of industry, education, and research partners to improve environmental and health outcomes, by developing solutions that align with our three missions: Healthier Lives Through Food, A Net Zero Food System, and Reducing Risk for a Fair and Resilient Food System.

EIT Food headquarters (HQ) are based in Leuven (Belgium), and it has 5 regional offices (Co-Location Centres or CLCs) in Europe (based in Poland, Spain, Germany, the UK, and Belgium), each working with and for partners in several EIT Food partner countries.

Visit our website: <https://www.eitfood.eu>

What are we looking for?

EIT Food is looking for multiple content and digital community experts to help with content creation and editing, proofreading and graphic design across our channels (community platform, social media, blogs, articles, press releases). These experts will support a highly motivated Brand and Communications team comprised of communication professionals from across Europe on a part-time basis. We are looking for experts who want to use communication to make the food system more sustainable, healthy, and trusted for all.

Social Media Expert

- Support the EIT Food team in generating exciting content (content planning, conceptualisation, copywriting, design, scheduling, both manually and via our tool Sprout Social) that sparks discussions across social media and our community platform, based on our editorial calendar.

- Keep the social media calendar up to date, manage the content production flow, liaise with colleagues, partners, and startups to get interesting and quality content.
- Listening activities to react to relevant conversations on social media, be seen as a key actor in the food sphere, react to debates and online discussions, promote our activities, etc.
- Community management activities - monitor, manage and reply to comments and direct messages on our core social media channels (X, LinkedIn, Facebook, YouTube)
- Help identify key stakeholders to target with our communications (E.g. influencers, journalists, entrepreneurs, policymakers, farmers) and engage them with our content.
- Evaluate and report to Senior Digital Comms Officer and team on social media and community insights to inform our digital strategy.
- Create and apply social media and community management guidelines, stay abreast of social media tendencies and developments.
- Select relevant assets such as images and videos from our asset banks or/and commission stock assets to be featured in content, when necessary, as well as uploading the new assets in our asset banks.
- Upload content (podcasts, reports, blogs, etc.) to the Insights Hub on our community platform.
- Support the Brand & Digital team with creating and updating presentations when needed, by providing relevant insights and statistics.

Experience & Skills:

- Excellent written and oral communication skills in English and the ability to write engaging and accurate copy that will influence diverse audiences and inspire change.
- A native or C2 level of written English. Knowledge of copywriting for social media captions and visuals.
- Excellent understanding of the context of EIT Food, the food industry and the thought-leadership topics of the day that will engage EIT Food's community.
- Experience with tools, such as social media scheduling tools (e.g. Sprout Social) and online community platforms (e.g. Hivebrite) are a plus.
- A passion for food, agriculture, innovation, and sustainability is highly desirable.
- Cultural sensitivity when creating, editing, and publishing content.

Content Creator

- Scope, write, edit, and publish insightful blog articles on the EIT Food website. Content should be in line with EIT Food's missions and the editorial calendar, while taking account of relevant external trends and events.

- Internal communications: draft and write engaging content for company newsletters, highlighting key updates, achievements, and initiatives to keep employees informed and engaged. Write informative and engaging articles for the communication hub or intranet portal, covering topics such as company news, industry trends, employee spotlights, and best practices.
- Draft and edit texts as required for news articles on the website, Brand and Communications policies and procedures and texts for different assets (i.e. infographics, banners, videos).
- Draft press releases and media interviews, scripts, and speeches for EIT Food spokespersons.
- Support with developing persuasive and visually compelling presentations for internal and external stakeholders.
- Assist in crisis communication efforts by drafting timely and accurate statements, press releases, and talking points to address issues and manage reputation.
- Proofread and review strategic documents and reports, news stories, corporate newsletter, press releases, op eds, comments to ensure accuracy, corporate messaging, tone of voice, and they follow the EIT Food editorial and branding guidelines.
- Contribute to managing and developing our asset libraries to ensure diversity, consistency with brand, and ease of use for colleagues.
- Work closely with the Brand & Content Manager to develop the annual editorial calendar.
- Support with developing key messaging around strategically important events/initiatives such as the Food Systems Pavilion at COP.
- Write impactful stories in a human way.
- Liaise with the wider Brand and Communication team, the different teams across EIT Food and key food system stakeholders and Changemakers (influencers) to commission content and incorporate relevant success stories in our content.
- Work with external agencies and other collaborators to ensure content is delivered on time, to expected standards, and incorporating SEO feedback when needed.
- Contribute to the development of an editorial style guide for EIT Food.
- Support with skills sharing as needed for EIT Food staff, other content writers and the wider EIT Food Community on topics such as language editing, storytelling, content creation, media production, media trends and other relevant areas.
- Support with exploring commercial opportunities: working with EIT Food colleagues to develop specialist content products.
- Develop new content types (such as, for example, guest blogs) which support our key missions and help strengthen EIT Food's position as a key leader in transforming the food system.

Experience & Skills:

- Excellent written and oral communication skills in English and the ability to write engaging and accurate copy that will influence diverse audiences and inspire change.
- Strong editorial judgement and an expert understanding of the online media landscape. Knowledge of content formats and trends.
- A native or C2 level of written English. Knowledge of content writing for professional audiences.
- A degree (preferably MSc) in science communication, journalism, communication, media, or equivalent domain.
- Excellent understanding of the context of EIT Food, the food system and the thought-leadership topics of the day that will engage EIT Food's community.
- Cultural sensitivity when creating, editing, and publishing content.
- A passion for food, agriculture, innovation, and sustainability.
- Basic editing skills in Canva or other tools is a plus.
- Audiovisual production and editing skills are a plus.

Graphic Designer

- Create engaging assets such as infographics, banners, campaign visuals, videos for social media and other digital channels.
- Develop templates in Canva which can be easily used by other teams.
- Create appealing PowerPoint presentations and templates.
- Study design briefs, determine requirements and conceptualize visuals based on requirements.
- Prepare rough drafts and present ideas.
- Develop illustrations, logos, and other designs for print or digital.
- Support the Brand & Communications team when required.
- Give ad hoc support to other teams where needed.
- Ensure final graphics and layouts are visually appealing and on-brand.
- Contribute to managing and developing our asset libraries to ensure diversity, consistency with brand, and ease of use for colleagues.

Experience & Skills:

- Proven graphic designing experience.
- A native or C2 level of written English.
- Familiarity with design software and technologies (such as InDesign, Illustrator or Photoshop. Canva is a plus).
- A keen eye for aesthetics and details.

- Excellent communication skills.
- Ability to work methodically and meet deadlines.
- Affinity with food, agriculture, and sustainability.
- A team player, self-organised; proactive with the ability to learn and adapt, and service oriented.
- Cultural sensitivity when creating and editing.
- Experience working in cross-cultural environments.
- Degree in Design, Fine Arts or related field is a plus.

Audiovisual production and editing skills are a plus.

Videographer and Video Editor

- Support with planning, executing and editing of insightful and high-quality visual content that is on-brand and helps create societal impact, inspire Changemakers (influencers), promote a specific activity, and encourage engagement with our community.
- Support with recording high-quality audiovisual content, such as interviews, testimonials, documentaries, and other content types adapted to different formats and channels.
- Ongoing production and editing of video or animation assets to support brand storytelling, thematic campaigns, and web & social media content through 2024, 2025 and beyond.

Experience & Skills:

- Proven relevant industry experience in video editing and motion graphics.
- Strong understanding of storytelling through video.
- Strong technical knowledge of specific editing applications such as Final Cut Pro, Adobe Creative Suite Video Editing software, etc.
- Excellent written and oral communication skills in English.
- Attention to detail and commitment to understanding specific needs.
- Stakeholder management skills and time management skills.

Expert Marketing Policy & Procedure Writers and Advisors

- Provide clarity on EIT Food communication policies and procedures across the business to improve efficiency and reduce the number of team requests (e.g. On digital advertising, website creation, access to social media channels, data access, microsites).
- Maintaining and improving our communications hub and helpdesk tool, keeping articles short and up to date and easy to find and access, with regular reviews.
- Identify FAQs from across the business and develop easy and short SOPs/policies to support the team in responding to needs from across the organisation.
- Work with each team member to understand their pain points and quickly transform these into canned replies/policies that everyone can follow.
- Determine the best policy format for each need.
- Implementing a policy review process as needed.
- Delivering/creating team trainings and onboardings where needed.

Experience & Skills:

- Excellent written and oral communication skills in English.
- Understanding of the digital marketing context and channels.
- Attention to detail and commitment to understanding specific needs.
- Ability to translate complex ideas into clear and concise policy documents.
- Stakeholder management skills and ability to work around busy schedules.

Additional Information

Location

The positions are remote (applicant must be based in Europe or UK).

Contract Type

Long-term contract position (collaborators). The contract is part-time (1-4 days/week), and more specifically on an hourly basis for videographer and video editor. Yearly extensions may be possible.

Use of Data

EIT Food will keep a record of all the applicants' data for a period of 3 years in case there is an opportunity to collaborate on specific projects, in which case they will be contacted by EIT Food. Applicants who would like to have their data deleted should send an email to: communication@eitfood.eu.

Proposal Process

Participation in this call for expressions of interest (EOI) is open. This document will be published on our website from the publication date to the deadline date.

EIT Food are actively seeking multiple experts to work alongside us for each of the services listed above. Experts may respond to one, several or all of the services specified in this EOI.

Geographic scope: to ensure an effective collaboration, and because our teams and activities are based across Europe and the UK, we are looking for contractors based in these locations.

Timeline of Expression of Interest

	Date
Sending out EOI invitations to potential contractors	13 June 2024
Deadline for requesting clarification from EIT Food (by email)	21 June 2024, 17:00 CET
Deadline for submitting an EOI	4 July 2024, 17:00 CET
Intended date of notification of award	16 July 2024
Intended date of contract signature	30 July 2024

EIT Food will not accept any EOI proposals coming in after the above-mentioned deadline of submission.

Interviews with shortlisted experts may happen during the week of 8-12 July 2024.

EIT Food retains the right at any moment of this process to stop the EOI process if required. This call for EOIs is not to be constructed in any way as an offer to contract with the experts.

Experts must not communicate with any other personnel of EIT Food regarding this call for EOI. All information supplied in connection with this EOI shall be treated as confidential and shall not be disclosed to any third party. Likewise, all information not in the public domain and included in any EOIs will be treated in confidence by EIT Food.

Submitting an Expression of Interest

Interested experts should submit the following information by the deadline date:

- CV
- Cover letter (for individuals)

- Strong portfolio of previous work (for content creator, graphic designer and social media roles, including applications from agencies)
- Hourly rate, expressed in Euros

All documents must be submitted in English in electronic format via email to:

Email: communication@eitfood.eu

Subject: Call for Experts

EIT Food reserves the right to request additional information and/or documents.

Responses should be concise and clear. The expert's EOI proposal will be incorporated into any contract that results from this procedure. Experts are, therefore, cautioned not to make claims or statements that they are not prepared to commit to contractually. Subsequent modifications and counterproposals, if applicable, shall also become an integral part of any resulting contract.