



## **JOB DESCRIPTION**

### **COMMUNICATION AND MARKETING SPECIALIST**

#### **ZARAGOZA**

The Mediterranean Agronomic Institute of Zaragoza (CIHEAM Zaragoza) is one of the four institutes of the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM). Our activities focus on cooperative development in the fields of agriculture, food, and fisheries to serve CIHEAM-member and third countries. Activities are based on five thematic areas: Environment and Natural Resources, Fisheries and Aquaculture, Animal Production, Plant Production, and Food Science, Technology and Marketing.

We seek a proactive, resourceful professional and good teamwork skills for the post of **Communication and Marketing Specialist at CIHEAM Zaragoza**, who will report directly to the head of the Communication Unit.

#### **The role will include the following tasks:**

- Support in the implementation of CIHEAM Zaragoza's communication and marketing plan.
- Collaboration in the planning and execution of specific actions at institutional level and in training and project activities.
- Copywriting and content curation for internal and external communication.
- Web positioning and digital marketing (SEO, indicator analytics, reporting, etc.).
- Website and landing page creation and design.
- Social media and website management.
- Creation of audio-visual content.
- Participation in the organisation of events and liaison with the media, drafting press releases and preparing interviews.

#### **Basic requirements:**

- Undergraduate degree in Communication and Marketing.
- 1 year of professional experience in a field relevant to the position.
- Good communication skills in English and Spanish (C1/C2).

#### **Additional assets will be considered:**

- Postgraduate degree in subjects related to communication and/or marketing.
- Accredited knowledge of French and other languages.
- Work experience in creative and innovative projects.
- Knowledge and certified training in widely used communication and marketing tools and software, particularly in artificial intelligence.
- International training or experience.
- Knowledge of the agrifood system and international cooperation.
- Participation in journalistic and cultural activities, public relations.
- Awards, honours or recognitions received during training or professional stages.
- Projects with an entrepreneurial component.



The person taking on this role will be committed to the Organisation's values and principles of cooperative development, flexibility, capacity to adapt to the needs of society, internationality, innovation, sustainability and constant pursuit of excellence.

**Work location:**

CIHEAM Zaragoza: Avenida de Montañana 1005 - 50059 Zaragoza (Spain).

**Expected start date:**

April-May 2025.

**Recruitment and salary:**

CIHEAM Zaragoza offers opportunities for professional development and the possibility to contribute to a passionate project based on international cooperation in agriculture, food, fisheries and the environment.

CIHEAM Zaragoza encourages an inclusive working environment and strives towards gender equality.

The salary and other working conditions will be offered in compliance with CIHEAM Zaragoza regulations and will be determined according to the candidate's professional experience and qualifications.

**Application process:**

Please send your CV and cover letter (in English) to: [recruitment@iamz.ciheam.org](mailto:recruitment@iamz.ciheam.org) (REF: vacancy Communication and Marketing Specialist). You may choose any format for the cover letter but you should address at least two aspects: how your profile matches the role and what proposals you can make to enhance the performance of your duties.

The deadline for the submission of applications is **15 March 2025**.