

EXPERT RECRUITMENT

Communication and dissemination implementation support services - Grapes of Change Project

Reference: 101195380 — Grapes of change — CERV-2024-DAPHNE

Contracting authority: Sistemi Formativi Confindustria Società Consortile per Azioni (SFC scpa)

Application deadline: June 03, 2025

CONTEXT

Sistemi Formativi Confindustria Società Consortile per Azioni (SFC scpa), as the main coordinator of the European project "Grapes of Change: Tackling Violence in Wine Supply Chains" (Project no. 101195380), funded under the "Citizens, Equality, Rights and Values" programme (CERV-2024-DAPHNE), is seeking qualified experts to provide project communication and dissemination services.

The Grapes of Change project aims to create tools and services to combat persistent gender-based violence and discrimination in the European wine industry through a comprehensive 36-month initiative involving 14 partner organisations across 8 EU countries. The project focuses on:

- Establishing an observatory for collecting and monitoring data on gender-based violence
- Developing anti-gender bias policies
- Creating targeted awareness and training programmes for all stakeholders
- Promoting gender equality and safer workplaces in the wine sector

SCOPE OF SERVICES

The selected communication expert will support SFC scpa in executing project communication, dissemination and sustainability activities. Main responsibilities include:

- Support for developing and implementing communication strategy
- Development and implementation of communication and dissemination plan
- Creation of visual identity materials compliant with EU visibility requirements (logo, templates, brand guidelines)
- Ensuring message consistency across all communication channels
- Coordinating communication activities between 14 partner organisations

Digital communication management

- Create and manage social media presence (LinkedIn, Twitter, Instagram)
- Create and curate content for the project website
- Develop a digital content strategy for maximum engagement
- Manage online resource distribution and digital campaigns

Event communication and promotion

- Support communication for:
- 3 industry conferences (60-80 participants each)
- 14 national workshops (40-50 participants each)
- 28 policy roundtables (8-10 participants each)
- Development of promotional materials and event communication strategies
- Coordination with partners for local event promotion
- Event documentation through photography, video and written reports

Promotional campaign management

- Lead the design and implementation of 7 national promotional campaigns
- Align campaigns with existing gender equality initiatives
- Create campaign materials in collaboration with partners
- Monitor campaign effectiveness and reach (target: 7,500 people)

Media relations and outreach

- Development of media outreach strategy
- Writing and distribution of press releases
- Managing media enquiries and interviews
- Building relationships with relevant journalists and media outlets

Content creation and management

- Production of newsletters, blog posts and articles
- Creation of infographics and visual content
- Development of case studies and success stories
- Managing content translation coordination with partners

Stakeholder communication

- Maintaining a stakeholder database (minimum 50 key organisations per country)
- Development of targeted communications for different audiences (wine industry professionals, policymakers, gender equality advocates)
- Creation of stakeholder engagement materials
- Managing stakeholder feedback and enquiries

Reporting and metrics

- Monitoring communication metrics and analytics
- Preparation of communication impact reports
- Contributing to periodic reports submitted to the contracting authority regarding results, impacts achieved and stakeholder engagement
- Monitoring social media engagement and website data analysis

REQUIRED QUALIFICATIONS

Essential requirements:

- At least 5 years of experience in communication and marketing, preferably in EU-funded projects
- Proven experience in digital communication and social media management
- Excellent command of English (minimum C1 level) - both written and spoken
- Excellent writing and content creation skills
- Experience with visual design tools and content management systems
- Understanding of EU communication and visibility requirements

Preferred qualifications

- Experience in gender equality or social impact communication
- Background in the wine sector or agricultural industries
- Proficiency in other European languages (particularly Italian, French, German, Spanish)
- Video production and editing skills
- Experience in media relations and press management
- Experience with gender-based violence prevention campaigns

CONTRACT TERMS AND CONDITIONS

Contract type: Service contract for communication management consultancy

Duration: annual, with possibility of renewal

Financial arrangements

Remuneration will be based on daily rates commensurate with experience

Payment terms: monthly invoicing upon approval of services rendered

Contract value will be established based on the profile of the selected expert and proposed rates

Travel expenses and out-of-pocket expenses

Project-related travel expenses (conferences, partner meetings, events) are not covered by this service contract.

All necessary travel expenses will be reimbursed separately through the project budget, in accordance with EU regulations and SFC scpa internal regulations.

The communication manager must be available to travel within Europe according to project activity requirements.

Intellectual property rights

All intellectual property rights arising from services provided under this contract belong exclusively to Sistemi Formativi Confindustria (SFC scpa)

The expert retains no rights to materials, documents or results produced during the contract period

The expert agrees to transfer all rights, including copyright, to SFC scpa

Confidentiality

The expert is required to maintain strict confidentiality regarding all project-related information

A non-disclosure agreement will be required upon contract signing

Confidentiality obligations will remain in effect even after contract termination

Working arrangements

Work primarily remotely with attendance required for important events and meetings

Availability during EU working hours

Flexibility to adapt to partner time zones and urgent communication needs

APPLICATION REQUIREMENTS

Interested experts must submit:

- Curriculum Vitae highlighting relevant communication experience
- Motivation letter explaining interest and suitability for the role
- Financial proposal including daily rates and availability

EVALUATION CRITERIA

Applications will be evaluated based on:

- Technical competence and relevant experience
- Understanding of project requirements and sector
- Language skills
- Financial proposal

SUBMISSION PROCEDURE

Applications must be sent electronically to: i.russiello@confindustria.it

Subject: "Application as expert - Communication and dissemination implementation support services - Grapes of Change Project"

All documents in PDF format

Deadline: 03/06/2025

SELECTION PROCEDURE

Initial screening of applications for eligibility

Possible interviews with pre-selected candidates

Final selection and contract negotiation

Contract signing and project commencement

ADDITIONAL INFORMATION

SFC scpa reserves the right to cancel or modify this call at any time

Only pre-selected candidates will be contacted

Start date: immediate upon contract signing

DATA PROTECTION

Personal data provided in applications will be processed in accordance with the EU General Data Protection Regulation (GDPR) exclusively for the purposes of this selection procedure.

Information about Sistemi Formativi Confindustria

SFC scpa is the training company of Confindustria, the main association representing manufacturing and service companies in Italy. We specialise in developing and managing innovative training programmes and European projects focused on skills development, innovation and social inclusion.

Information about the Grapes of Change project

This 36-month project, funded by the European Commission under the CERV-2024-DAPHNE call, brings together 14 partners from 8 EU countries to combat gender-based violence in the wine sector through research, training and policy development.

Sistemi Formativi Confindustria promotes equal opportunities and welcomes applications from all qualified candidates, regardless of gender, age, nationality or background.