

| JOB OFFER | | |
|--|--|---|
| REFERENCE | OPENING DATE | DEADLINE |
| TSI-100121-2024-102 | 16/04/2025 | 06/05/2025 |
| PROFILE REQUIREMENTS | | |
| EXCLUSIVE REQUIREMENTS: (1) | | |
| ACADEMIC DEGREE | Official Master's Degree, Bachelor's Degree, Higher Engineering or equivalent MECES 3 qualification in: Audiovisual Communication, Journalism, Advertising, Public Relations, Marketing. (Justification must be provided with the application). | |
| OTHER REQUIREMENTS | English B2 (Certificate or diploma to be provided) | |
| CONTRACT INFORMATION | | |
| TYPE OF CONTRACT | EXPECTED INCORPORATION DATE | JOB STATUS |
| Contract for scientific-technical activities (article 23.bis of Law 14/2011, of June 1, on Science, Technology and Innovation) | MAY 2025 | Full time. 1800 hours per year (aprox. 40h/week) |
| ANNUAL GROSS SALARY | DURATION OF THE CONTRACT | |
| 29.984,10 € without prejudice to the basic update established in state legislation for 2025. | Indefinite (linked to the duration of the project or to external financing or financing from public grants in full competition). Trial period: 6 months | |
| WORK LOCATIONS | UNIT/DEPARTMENT | |
| IDIVAL/ Consejería de Salud/ Servicio Cántabro de Salud, indistinctly according to need. | IDIVAL/Cantabrian Health Service | |
| JOB DETAILS | | |
| OFFER DESCRIPTION | | |
| Research support technician (Head of Communication) | | |
| NUMBER OF PLACES OFFERED | | |
| 1 | | |
| FUNCTIONS | | |
| <p>You will contribute to the following functions and any other related tasks assigned:</p> <ol style="list-style-type: none"> Design and Implementation of the Communications Strategy <ul style="list-style-type: none"> Develop and execute the project's communication plan, aligned with its strategic objectives and the guidelines of the European Data Strategy. Design specific campaigns to promote VALDATA's results and activities among the various target audiences. Project Identity and Visibility Management <ul style="list-style-type: none"> Ensure a coherent and recognizable visual identity for the project, including the management of logos, graphic materials, and other branding resources. Ensure the project's correct presence in digital media, social media, and at events. Media Relations <ul style="list-style-type: none"> Act as a liaison between the project and the media, managing press releases, interviews, and media appearances. Prepare press releases and other informational materials aimed at journalists and the general public. Internal and External Communication Management <ul style="list-style-type: none"> Facilitate internal communication between the different project teams and stakeholders, ensuring smooth collaboration. Develop tools and information materials for external stakeholders, including reports, newsletters, and presentations. Dissemination of Project Results and Achievements <ul style="list-style-type: none"> Design dissemination strategies for project results, ensuring they reach key audiences, including governments, | | |



- researchers, industry, and citizens.
- o Organize dissemination events, such as conferences, workshops, and information days.
6. Management of Digital Communication Channels
- o Manage and update the project website and social media profiles.
 - o Create engaging and relevant digital content, such as infographics, videos, and blogs.
7. Oversee Public Outreach Activities
- o Organize awareness-raising and educational activities on the project objectives and their impact on society.
 - o Promote transparency and public understanding of the project results through clear and accessible language.
8. Impact Monitoring and Evaluation
- o Implement analytical tools to measure the effectiveness of communication strategies and make adjustments as needed.
 - o Generate regular reports on communication activities and their impact.
9. Collaboration with Project Teams
- o Work closely with the technical, legal, and management teams to ensure that messages accurately reflect the project's progress and achievements.
 - o Coordinate with other communications leaders on related European initiatives to maximize outreach.

| PRINCIPAL INVESTIGATOR / RESPONSABLE | RESEARCH GROUP | RESEARCH PROJECT |
|--------------------------------------|--|--|
| Joaquín Cayón de las Cuevas | Research Group on Health Law and Bioethics | VALDATA: Cantabria towards a Health Data Economy (TSI-100121-2024-102) |

RECRUITMENT INFORMATION

| SELECTION PROCESS STAGES (2) | EMPLOYMENT EXCHANGE |
|---|---------------------|
| <ol style="list-style-type: none"> 1. Admission of applications. 2. Competition phase. 3. Interview phase: will address the degree of knowledge in the design, maintenance and implementation of Information Technology or Cybersecurity. 4. Report of the Tribunal. 5. Resolution. <p>Note: in order for candidates to be considered for recruitment and employment exchange purposes, they must have a total score of at least 30 points.</p> | YES |

SELECTION BOARD

- **President:** Joaquín Cayón De las Cuevas
- **Member:** María Paz Zulueta.
- **Member and secretary:** María Wunsch Martínez

VALUATION OF MERITS

| MERITS | EVALUATION | SCORE | MAXIMUM | |
|---|----------------------|--|--|----|
| Experience in corporate communications or corporate marketing | Documentary evidence | Time of experience in public or private institutions in this field would be an asset. | 0.50 points per month | 40 |
| Training | Documentary evidence | Having passed training, qualification or specialisation courses in this area will be an asset. | -Courses lasting 20 hours or more: 0.10 points. -Courses of 40 hours or more: 0.20 points. -Courses lasting 60 hours or more: 0.40 points. | 10 |
| Certifications | Documentary evidence | Each certificate will be assessed | 2.5 points per certificate | 10 |

FINAL SCORE

| | |
|--------------------------------------|-----------|
| MAXIMUM TOTAL SCORE BY MERITS | 60 |
|--------------------------------------|-----------|



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|---|------------|
| MAXIMUM TOTAL SCORE IN INTERVIEW | 40 |
| MAXIMUM TOTAL SCORE | 100 |

(1) Not subsanable

(2) See duration of each phase in the document "Selection Process"

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Santander as of the date of electronic signature

Fdo. Francisco Galo Peralta Fernandez

