

# EIT Health Austria Communications Lead (m/f/d)

## About EIT Health

EIT Health, a Knowledge and Innovation Community (KIC) under the umbrella of the European Institute of Innovation and Technology (EIT), is focused on promoting entrepreneurship, innovation, and education in the domain of healthy living and active ageing. EIT Health brings together leading organisations along the entire value chain – smaller companies, larger industry, excellent academic and research institutions, and public sector organisations – to promote healthy living, support active ageing and improve healthcare. The organisation achieves this by removing barriers to innovation, promoting talent and education, leveraging enabling technologies and exploiting big data. EIT Health Central Office is in Munich and develops its activities across a network of regional Innovation Hubs in Paris, London, Barcelona, Rotterdam, Stockholm, Vienna and Mannheim. In addition, the InnoStars office in Budapest involves Partners from Hungary, Poland, Portugal, and Italy. EIT Health includes more than 150 partners.

## About EIT Health Austria in Vienna

The Regional Innovation Hub (RIH) EIT Health Austria in Vienna is the newest of eight EIT Health hubs in Europe. EIT Health Austria works with leading companies and public institutions in the healthcare sector, renowned universities, and research institutes, as well as start-ups, on urgent challenges in the healthcare. Our public-private partnership delivers solutions for high-performing healthcare systems, healthier citizens, and a sustainable healthcare economy in Europe. With concrete measures and programmes, we open new resources for established and young health players to realize their ideas in joint products and services for the European market.

## Your role

EIT Health Austria is now seeking to appoint a full-time Communications Lead for its offices in Vienna.

At the core of your work as Communications Lead is the responsibility to develop and implement an effective, strategically aligned, multi-channel regional marketing plan targeting diverse audiences and stakeholders to support the delivery of EIT Health's strategic agenda. As a successful candidate, you are a passionate communications and marketing person who will be part of a pan-European team at EIT Health while also leading the entire local marketing activities at EIT Health Austria.

You are an ambitious and self-motivated person who has worked with different marketing, communication, PR and social media channels and tools. You are knowledgeable and up-to-date on the latest trends, and familiar with digital platforms for tasks such as event management, newsletters, website, mailing, and online surveys and tools. You will support the implementation of strategic campaigns, monitor, analyse, and optimize them. Project management skills are required. Ultimately, you will help us build and maintain a strong and consistent brand in the Austrian market. The central EIT Health office (Munich) and regional teams are jointly responsible for developing EIT Health's overall communications strategy. As a regional communications manager, you will be responsible for the strategy and tactical plan developed by the central office at the local and regional level.

#### Your responsibilities:

- Increase the visibility and awareness of EIT Health among key stakeholders.
- Lead the local marketing activities at EIT Health Austria.
- Communicate the value and impact achieved through the outcomes of our portfolio of projects, programmes and services in the health, research and innovation landscape.
- Position EIT Health as a thought leader in healthcare innovation and entrepreneurship.
- Lead and implement a comprehensive communications plan that includes media and press office work, digital and social media, content development and thought leadership.
- Coordination of communication, PR and social media projects that are complementary to the marketing strategy and support organization's business goals.
- Coordinate with our social media expert and subcontractors on a regular basis.
- Support the production of valuable and engaging content and copy, such as marketing materials for the website, newsletter, social media, events, etc.
- Measure KPIs, analyse the communication campaign and its impact and performance.
- Support event organization and management.
- Proactively identify new opportunities for demand generation and brand awareness, and drive growth.

#### Your functional skills and experience:

- Relevant professional degree, and an familiarity with healthtech is a plus.
- Minimum five years' experience as a specialist in a marketing/communications/public relations role, with a comprehensive understanding of innovative communication methods.
- Proven ability to develop, execute and lead a marketing strategy and the underlying social media plan.
- Hands-on mentality and practical experience using any kind of marketing communications tools.
- Experience and basic knowledge of the fields covered by EIT Health (Biotech, Medtech, Digital Health, Education in healthtech for Entrepreneurship).
- Proven ability to design, develop and implement an integrated communications strategy using a range of channels.
- Strong track record of influencing and building collaborative relationships with highly diverse healthcare stakeholders.
- Experience in media relations, ideally with established relationships with relevant outlets and media targets in a public policy context, such as working in a government body, European institution, trade association, business membership organisation, etc.
- Experience with event strategy, design and management is desirable.
- Fluent in both English and German.
- Ability to plan, organize and manage several marketing projects simultaneously.
- Strong analytical skills and knowledge of analytics tools.
- Proven experience in coordination marketing/PR campaigns.

#### What we offer:

- An interesting and challenging job in our EIT Health Austria hub in Vienna, where you will work on the future of health technology, better outcomes for patients, prevention and health policy in Austria and in the European context.
- Broad scope for personal development of our employees as well as targeted opportunities for further development.
- A varied daily work routine, characterised by topics from the operational, administrative, political, strategic and entrepreneurial areas.
- An interesting and challenging job in our EIT Health Austria hub in an attractive location in the 3rd district of Vienna.
- Flexible working hours and the possibility of working remotely.
- Hub culture and values support partners, with an understanding of their role in innovation, to make EIT Health a high-performing, impact-oriented and transformative organisation – and a great place to work.
- The gross monthly salary for this position is based on the collective agreement remuneration (Collective Agreement for Information & Consulting) in the current version. Depending on your experience there is the possibility to exceed that level.

#### Application process:

- Applications should consist of a full curriculum vitae, a cover letter and, if applicable, references, describing briefly how you meet the criteria indicated above and outlining your interest in and your vision for the role.
- Applications should be sent via e-mail (please use the email title: “Communications Lead”) to [austria.office@eithealth.eu](mailto:austria.office@eithealth.eu). Application is possible for as long as the position is advertised.

#### For more information:

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