

**ANNEX 2 to the NOTICE for setting up of LISTS of EXPERTS
2014-2020 (Interreg V-A) Italy-Croatia CBC Programme
COMMUNICATION PROFILE**

<p>General activities for the <i>Communication profile</i></p>	<p>Activities related to:</p> <ul style="list-style-type: none"> - Develop, update and implement the communication strategy and communication plan of the Programme according to the Programme strategy, in coordination with concerned Programme actors; - collect, organize, edit and disseminate efficiently the information on the Programme; - actively participate in the network of communication officers of ETC programmes; - develop Programme communication tools such as updating the website, newsletters, publications, etc.; - coordinate and contribute to the production of Programme publications (on line and paper); - support beneficiaries in their activities for dissemination of information about projects (through online support guidance, communication, trainings); - conceive and organize Programme events (international conferences, thematic workshops, trainings, etc.); - promote and represent the Programme and its projects at external events, if requested.
<p>Eligibility criteria for the registration in the Lists for the <i>Communication profile</i></p>	<ul style="list-style-type: none"> - have a valid and recognized University degree of at least four years in Communication, Public relations or equivalent; - have an excellent spoken and written English (level C1 in the Europass Language Passport classification or equivalent); - have at least 3 years of professional experience in communication gained through tasks similar to the ones listed for the profile. <p><i>Additional criteria for senior experts positions (such as Communication Manager):</i></p> <ul style="list-style-type: none"> - have at least 5 years of professional experience in communication gained through similar tasks to the ones listed for the profile.
<p>Evaluation criteria for the comparative procedure</p>	<p>Evaluation criteria of the curriculum and any other documentation:</p> <ul style="list-style-type: none"> - professional experience in communication gained through similar employments above the minimum requirement; - have professional experience in public bodies communication; - relevant working experience in an international/multicultural environment; - experience on website and multimedia tools management; - experience in project/programme communication management in Cross Border Cooperation programme projects or programmes; - certified knowledge of English language above the minimum requirement; - knowledge of one or both languages of the Programme area; <p><i>and, in case of Communication Manager:</i></p> <ul style="list-style-type: none"> - have at least 2 years of professional experience in public bodies communication. <p>Evaluation criteria in case of interview:</p> <ul style="list-style-type: none"> - good understanding of the EU institutional framework; - sound knowledge of EU regulations and management systems, of ESI funds, with special reference to ETC rules and to Italy-Croatia CBC Programme; - knowledge of Communication tools and procedures applied in ETC.