



Rue du Luxembourg 3 – BE-1000 Brussels

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www.aal-europe.eu

VACANCY FOR A COMMUNICATIONS OFFICER POSITION (M/F)

AT THE CENTRAL MANAGEMENT UNIT (CMU) OF THE AAL ASSOCIATION (BRUSSELS)

The AAL Association (AALA) is implementing the AAL Joint Programme (AAL JP), a European R&DI funding programme in collaboration with 23 Partner States and the European Commission. The objective of the AAL JP is to enhance the quality of life of older people and strengthen the industrial base in Europe through the use of Information and Communication Technologies (ICT), by e.g. funding close-to-market projects. The basis for this collaborative programme is Article 185 (previously 169) of the EU Treaty. The AAL JP is set up for an initial period of six years (2008 – 2013), with the administration of projects presumably lasting until 2016. During this period, the planned total public funding is about € 300 Mio provided by the Partner States and the European Commission. For further information, please do not hesitate to visit our website: <http://www.aal-europe.eu>.

The **Communications Officer** will be responsible, under the management of the Director, to increase the visibility and awareness of the programme through and with the interaction and communication with all stakeholder groups such as industry, service organisations, research organisations, user associations, regions, municipalities, public authorities and administrations, and governmental institutions, which all are an essential and integral part of the activities of the AAL Association. The Communications Officer will further:

- develop and operate a comprehensive multi-media communication concept;
- optimise communication with the member organisations and main stakeholders;
- manage the content generation and regular update of the AAL website and intranet, as well as the AAL Community platform;
- write texts, in cooperation with staff colleagues, for articles, press releases, and background notes to promote the AALA interests, policy, and achievements;
- support the development of contacts and networking with media in the field of demographic change on EU level, and in the Partner States in collaboration with the national contact persons;
- support the preparation and organisation of the annual AAL JP Forum;
- develop a communication concept for the dissemination of the results of funded projects and accompanying activities of the AAL Association;
- contribute to further development of communication tools;

Working for the AAL Association gives an almost unique possibility to develop specific skills in a small team, regarding all aspects of the AAL Joint Programme, notably the possibilities and challenges encountered through the running of a Europe-wide R&DI programme, and constitutes a great opportunity to create and develop a number of interesting contacts, through partners' collaboration across Europe. Every single staff member will significantly contribute to the success of the programme. You will be working in a central part of Brussels. We offer a competitive remuneration in relation to experience and qualification and equal opportunities and a non-discrimination policy.



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REQUIREMENTS

The AAL Association is expecting candidates to meet the following requirements, particularly:

- to have a university degree in Communications, Public Relations, Journalism or Marketing;
- to have post-graduate training or work experience in Public Relations, Journalism or Marketing of at least three years;
- good analysing skills and creativity to meet the challenges and perform the activities outlined in the job description;
- be a constructive relationship builder;
- excellent English communication skills;
- excellent computer literacy and competence in multi media communications;
- to declare with the submission of their application that the information provided in the application file is true and complete and that any incorrect statement may invalidate the application at any stage in the selection process;
- to start the new position in November 2010 at the latest;
- to fulfil the formal criteria:
 - be a national of one of the AAL Association Member States (see list on our website <http://www.aal-europe.eu/aal-ncp>);
 - have fulfilled any obligations of military service as required by national law;

APPLICATION PROCEDURE

Please send your electronic application (motivation letter and CV in Europass format) by e-mail to maud.pasquier@aal-europe.eu, enclosing copies of documents you consider relevant (e.g. degrees/diplomas, references, etc.). The interviews will take place during weeks 27-28/2010.

CLOSING DATE IS 25 JUNE 2010.

Further questions can be addressed to the AALA Secretariat:

Ms Maud Pasquier

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