

| | | |
|----|--------------------------------------|-------------------------|
| to | from | Telephone |
| | Dr. Gerold Heinrichs, PT-IB-AA BO | +49 228 3821-1402 |
| | | Telefax |
| | | +49 228 3821-1444 |
| | | E-mail |
| | | Gerold.Heinrichs@dlr.de |
| | | Date |
| | | 30 October 2012 |

EURAXESS LINKS Network: Terms of Reference for Information Officers

PT-DLR has been contracted by the European Commission with a service agreement to implement the EURAXESS LINKS Network pertaining to the tender "Support for the animation, information and communication services of the EURAXESS Links Network" by RTD/2012-EURAXESS-Links/B2 Skills. For a brief information about EURAXESS Links Network please refer to Annex 1.

The objectives of the EURAXESS LINKS Network project is to maintain and develop the actual networks in the United States of America, Japan, China, India and Singapore and to develop a North-American and an ASEAN hub and to launch a new network in Brazil (2013). A "hub" is a model where the services of EURAXESS-Links are extended to more than one country within the same geographic area but are generally managed from one single country (USA and Singapore) animating a virtual regional network. These networks are managed by a dedicated and locally based (in the respective capital city of the country or located in a regional S&T hub) Information Officer per country, who is responsible for the animation of each of the networks.

Main responsibilities of an Information Officer include:

- 1) Maintaining the link between the EU and the European researchers working outside Europe in countries where EURAXESS-Links has been launched or will be launched by the end of the contract.
- 2) Promote Europe's scientific collaboration with Third countries through the European members of EURAXESS-Links, acting as catalysts for such collaboration.
- 3) Promote EURAXESS *Researchers in Motion* (<http://ec.europa.eu/euraxess/>) initiatives in the EURAXESS-Links countries and provide the first point of contact for non-EU researchers interested in moving to Europe.

These responsibilities are carried out by an IO through the delivery of newsletters and reports, the organisation of networking events and the participation in research related workshops and conferences to increase visibility and efficiency of the network. A close cooperation with the EU-delegation is required. Detailed tasks please refer to the ToRs in Annex 2.

Professional language skills in English are mandatory; skills in the local language are most desirable. A university degree at the MA/MSc-level is mandatory.

PT-DLR offers Information Officers a Service Contract according to the German Law with a duration of one year (1/2013 – 12/2013) which can be prolonged up to three years. The remuneration in Euro (might differ from country to country) includes any applicable VAT and is payable in monthly instalments upon subsequent approval of the progress reports and the deliverables described in

Annex 2. The lump sum covers all expenditure incurred by the Information Officer with the exception of travel expenditure. The travel expenditure is estimated and financed separately and will cover local as well as one intercontinental travel to Europe per year.

If you are interested in working for PT-DLR as an IO in one of the targeted countries or regions, please send us

- 1) a short proposal with
 - a brief explanation why you are interested in this position,
 - the country/region you are interested in,
 - the city you intend to accommodate yourself and
 - a budget calculation/request for one year and
- 2) a CV (preferably in EUROPass formate:
<http://europass.cedefop.europa.eu/en/documents/curriculum-vitae>).

For further questions please don't hesitate to contact us (Dr. Xiaomeng Shen, 0049-3821-1419, xiaomeng.shen@dlr.de).

Sincerely
Dr. Xiaomeng Shen

Dr. Gerold Heinrichs

Annex 1:

About EURAXESS Links

EURAXESS Links is a networking tool for European researchers abroad. It provides information about research in Europe, European research policy, opportunities for research funding, for international collaboration and for trans-national mobility. Membership is free.

The objective of EURAXESS Links

The objective of EURAXESS Links is to maintain the link of Europe with European researchers, scientists and scholars abroad thus rendering them an important resource for European research and for stimulating scientific cooperation between Europe and the host countries where they work.

The network is running in the USA, Japan, China, India and Singapore. The members of the network are informed about European Union research policies and made aware of career opportunities in Europe as well as opportunities for collaboration with Europe. The multidisciplinary network involves researchers at all stages of their careers and allows them to become well connected amongst themselves and with Europe, ensuring that they are recognized as an important resource for the European Research Area, whether they remain abroad or choose to return.

Through the success of the network, EURAXESS Links is intended to contribute to the improvement of Europe's position in the global competition for talent, and the reinforcement of research collaboration.

How does EURAXESS Links work?

EURAXESS Links focuses on three types of activity: networking of researchers, information dissemination and helping expatriate researchers to collaborate with colleagues in Europe or to return to rewarding careers in Europe. Membership of EURAXESS Links is free.

Why EURAXESS Links?

A significant number of European researchers are working outside Europe, be it for short or extended amounts of time. This represents a potential asset for European Research that has been largely unrecognised until now. Regardless of the reasons that brought them overseas, and of whether or not they intend to return, Europe wants to build and maintain links with its expatriate researchers. For this reason the European Commission has initiated the EURAXESS Links project.

Source: http://ec.europa.eu/euraxess/links/about_en.htm

Annex 2

Terms of Reference for EURAXESS LINKS Network Information OfficerScope of the project

The project aims to support the animation, promotion and expansion of the EURAXESS-Links networks under the supervision of the European Commission Directorate-General for Research and Innovation. The nature of the service is:

- a) Editorial Support
- b) Project Management, Communication Support, Web Intelligence and input to the creative process
- c) Public relations and other related activities
- d) Organisation of events

The IO will work under the supervision of PT-DLR and in collaboration with the EU Delegation in the country.

Task description

(a) Editorial Support:

Writing and disseminating on the web periodic newsletters in English directed towards the members of the EURAXESS-Links networks. A specific non-exhaustive list of tasks related to this activity includes:

- Producing 12 Country/hub Monthly Newsletters per country/hub per year for the audience of the local country/hub network community, typically of 10 pages, each. Naturally, the length can vary from one month to another depending on the relevant external activities taking place.
- Drafting the Country/hub section of the Monthly Reports (12 per year), each one typically of 2-3 pages. Naturally, the length can vary from one month to another depending on the activities executed during the month (i.e. missions, events etcetera).
- Journalistic research for information and background documents as well as illustrations (images and graphs) from projects and royalty-free image banks.

Writing and editing of original content/articles based on the information and raw material gathered. Uploading, updating and promoting information on the different Member States and EU mobility schemes in the country/ hub.

- Establishing interfaces with existing MS networks in the country/hub.
- Drafting texts on all aspects related to the European Union Research and Innovation policy and activities suited to the requirement of numerous target, audiences, such as the general public and its sub-audiences as well as the press and media but especially the professional users in research institutes and agencies, business, public administrations, universities, research centres, etc.
- The editorial support may require journalistic working methods like researching for human-touch perspectives, success stories, conducting interviews etc.
 - Cooperating with researchers abroad and editorial support to allow them to publish articles on the monthly newsletter or on the website.

(b) Project Management, Communication Support, Web Intelligence and input to the creative process:

Broaden, maintain and update the EURAXESS-Links networks using the EURAXESS-Links website as the promotional tool. The contractor may also be required to provide support for operating online interactive services and events, such as blogs, discussion forums, internet chats, online surveys, polls, virtual conferences, RSS/XML feeds, broadcasting, text-messaging. Other existing or new tool or service can be implemented in the future under Directorate-General for Research and Innovation request. A specific non-exhaustive list of tasks related to this activity includes:

The Information Officer will be responsible for:

- Updating the local website while ensuring the consistency of contents and links.
- Online moderation of the local forum.
- Promoting, expanding, managing and maintaining the members' e-community (posting of messages, re-editing, filtering harmful content).
- Managing and replying to emails arriving in the functional mail box.
- Working in cooperation with the web development team to ensure the ongoing development of the site.
- Ensuring that documents, procedures and processes are in place for the update of the local EURAXESS-Links website.

(c) Public Relations and other related activities:

Promoting the activities of EURAXESS Researchers in Motions in general and those of EURAXESS-Links in particular among both European and third country researchers in the EURAXESS-Links countries/hubs.

In this context, the Contractor will be responsible for promoting EURAXESS Researchers in Motion and EURAXESS-Links website and activities. In particular, promotional activities would involve online promotion on the internet, promotion directed at regular users via electronic newsletters and occasional participation in conferences and symposia. Accordingly, participation/attendance, under Directorate-General for Research and Innovation request, to a maximum of 15 external events (conferences or symposia) per country/hub per year is envisaged. Attendance to up to two times per year to a two days' training session in Brussels may also be required.

A specific non-exhaustive list of tasks related to this activity includes:

- Supporting Directorate-General for Research and Innovation in the identification of events where EURAXESS-Links must be directly represented.
- Supporting Directorate-General for Research and Innovation in promoting EURAXESS Researchers in Motion and EURAXESS-Links networks by attending relevant events (for a total of maximum 15 events per year per country/hub).
- The preparation and delivery of presentations to be delivered in the identified events.
- Attending up to two times per year a two days' training session in Brussels.

(d) Organization of events:

Organization of various types of events for the network members and other relevant stakeholders. Indicatively, the following types of events are envisaged: i) events to inform and educate on European

research policies, funding and collaboration opportunities; ii) thematic events addressing a topic of interest to the network members in a particular country/hub; iii) PR events to promote the network and grow membership; iv) match-making events to promote scientific collaboration between European researchers and those from the host country/hub; v) career fairs. A specific non-exhaustive list of tasks related to this activity includes:

- Organizing up to 4 events per country/hub per year with an indicative attendance of 40 participants.
- Working closely with Directorate-General for Research and Innovation and the EU Delegation of the country/hub where an event would take place on the development and execution of the event programme including the choice of and follow-up with the speakers.
- Working closely with Directorate-General for Research and Innovation and the EU Delegation of the country/hub where an event would take place on identifying participants and managing the registration process for the events.
- Providing a venue in the city centre of a major city within the Country/hub. A conference room with an audience of at least 40 people should be at the disposal of the participants for the overall duration of the event together with a technician and standard IT equipment.
- Providing a catering service for all participants composed of a welcome coffee, a sandwich lunch and a coffee break .
- Providing travel and accommodation costs for up to five speakers per event (if needed for these country/hub events). Speakers will be travelling within the Country/hub (local flight).