

## PUBLIC NOTICE

### Tender for the Hiring of Master Degree Holder

The Institute of Environment, Technology and Life (*Instituto do Ambiente, Tecnologia e Vida* - IATV) publicly announces an international tender, reference IATV/20/M08, for the hiring of a master degree holder, hereby open for 7 working days following the publication of the present notice, in the form of an Uncertain Term Work Contract, under the Portuguese Labour Code, financed by the Regional Operational Programme Centro 2020 (reference CENTRO-04-3559-FSE-000142), in the thematic area of Competitiveness and Employment, through the European Social Fund (FSE), according to the procedures listed below.

#### I – Place of Work and Monthly Wage

**I.1. Place of Work:** The activities will be carried out at the INTERFACE@UC technological headquarters, in Coimbra, and may involve field work to be carried out in the facilities of partners/customers, in Portugal and/or abroad.

#### I.2. Job description:

- Provide support in the monthly content planning of the digital networks of the University of Coimbra, carrying out the monthly digital advertising of the UC in the various official platforms of the institution;
- Defining the strategy for acquiring qualified traffic, through the implementation of digital campaigns (Display and Social Media) and respective monitoring;
- Defining and implementing a strategic search engine marketing plan, encompassing sponsored links or the organic side by SEO, maximizing the online platforms of the CU, making search and access through search engines easier;
- Idealize and execute digital campaigns for the University of Coimbra and its Organic Units;
- Control and elaboration of monthly reports of the digital performances of the official digital networks of the University of Coimbra, defining the impact of digital communication by areas;
- Control and elaboration of monthly reports of the digital performances of Web analytics, monitoring the traffic of the official website of the UC;
- Identification of potential strategic partners for the CU;
- Management of hobbies and advertising campaigns on Social Networks and Google Adwords;
- Collaboration in the optimization of UXBanner ads, paid search ads (PPC), social media, and other graphic materials related to digital;
- Ensure content management and digital marketing on UC platforms and those in which it has a presence, namely the Internet and social networks, boosting its permanent topicality and modernity;
- Perform tests, collect and analyze data and results, identify trends and insights to achieve maximum ROI in paid advertising campaigns, through continuous optimization of keywords;

- Recommend changes to the official UC website architecture, content, links, and other factors to improve the SEO positions of target keywords;
- Monitoring the market, brand positioning, and competitor analysis;
- Develop, operationalize, and evaluate multi-channel marketing plans for content and stories.

**I.3. Gross monthly wage:** €1,566.61 , corresponding to level 22 of the Single Remuneration Table.

#### **I.4. Duration**

The contract is signed for an uncertain term, for a maximum period of four years, based on the provision of specific, accurately established non-long term services, in accordance with paragraph g) of No. 2 of article 140 of the Labour Code, in its current wording, particularly for the execution of the financed project and other activities associated with the development, promotion and transfer of scientific knowledge and new technologies from UC Technological Platforms to companies, under the terms of the Agreement established with the University of Coimbra.

## **II. Admission Requirements**

**II.1.** National, foreign, and stateless candidates who are 18 years of age or older can apply to this competition.

**II.2.** At the time of application, candidates must hold a master's degree in the field of Management/Economy/Marketing/Communication (preferential), being valued specialization in Digital Marketing;

**II.3.** Candidates should have an academic and professional specialization relevant for the field of the contract, namely:

- Professional experience of at least 1 year in Digital Marketing;
- Experience in creating digital campaigns with different objectives (reach, lead generation, etc);
- Mastery of Google Analytics, Google Ads, Google Marketing Platform, Facebook Business Manager, Linkedin Ads, Instagram Ads;
- Domain of Google Search Console, Google Optimize, and Google Tag Manager tools;
- Team spirit, proactivity, initiative spirit, analytical thinking ability, and date oriented;
- Solid knowledge of SEO;
- Communication skills and experience in digital strategy;
- Clear notions of how each social network works and all available resources;
- Sense of responsibility to deal with sensitive accounts and demanding communities;
- Excellent ability to think creatively, strategically, identify and solve problems;
- Strong organization, time management, and analysis capacity.

**II.4.** Candidates who are non-native speakers of either Portuguese or English must attest their proficiency at level C1 of the Common European Framework of Reference for Languages (CEFR) in at least one of those languages.

### **III – Application Procedure**

**III.1. Submission of applications:** Applications should be submitted by e-mail to [iatv@uc.pt](mailto:iatv@uc.pt), and must indicate the reference of the tender.

All documents must be submitted in PDF format.

#### **III.2 Documents:**

##### **III.2.1. Curriculum Vitae**, duly dated and signed.

The Curriculum Vitae must contain information about the academic and curricular path, technological and scientific production, as well as, if any, the history of all contractual relationships of the candidate in the last five years and respective periods, identifying the category held, the nature of the bond and a description of the functions performed.

It must also include a reasoned synopsis, which should reveal that the candidate has specific academic and professional expertise relevant for the field of the contract.

**III.2.2.** Copy of qualification certificates. Candidates who hold a master's degree obtained abroad must, until the end of the application deadline, under penalty of exclusion:

- Prove the respective recognition, under the terms of the Decree-Law no. 66/2018, of August 16<sup>th</sup>, or attach proof that they have requested it, under the terms of the same decree-law.

Failure to present the recognition of the degree at the time of contracting, under the terms of Decree-Law no. 66/2018 of August 16<sup>th</sup>, is grounds for exclusion.

##### **III. 2.3.** Motivation Letter.

##### **III.2.4.** Any other elements the candidate considers relevant.

**III.3.** All application documents as indicated under III.2. must be submitted in Portuguese or English, except for those indicated in III.2.4. and III.2.6., which may be submitted in another language, in case no Portuguese or English version is available. Whenever the original documents referred to under III.2.2. and III.2.3. are produced in a different language, a translation into Portuguese or English must be submitted. Exception is made for diplomas written in Latin, of which no translation is required.

**III.4.** Applications that are not duly completed or do not meet the formal criteria for admission to the competition, under the terms defined in the legislation in force and in this notice, will not be admitted. The submission of any required documentation over the deadline also determines non-admission to the tender.

**III.5.** The present tender is concluded with the fulfilment of the positions or, when the positions cannot be fulfilled, due to the inexistence or insufficiency of candidates to continue the tender.

## **IV. Selection methods and criteria**

**IV.1. Selection Methods:** CV Assessment [CA (70%)] and Interview [I (30%)].

**IV.2.** In the CV assessment, the adequacy, relevance and quality of the (i) academic and professional background, (ii) the specific academic and professional specialization, as well as (iii) the candidate's motivation are considered, by reference to the functions to be performed, according the following weights:

- (i) Academic and professional background – 40%
- (ii) Academic and professional specialization – 40%
- (iii) Motivation – 20%

**IV.3.** CV assessment is based on the criteria and weightings mentioned in IV.2, being duly justified and graded by the selection committee on a scale of 0 to 20 points, with a valuation up to hundredths.

**IV.4.** The assessment of the interview is carried out according to the criteria and weightings mentioned in IV.2, being duly justified and graded by the selection committee on a scale of 0 to 20 points, with a valuation up to hundredths, and aims at clarifying aspects related to the candidate's professional background.

**IV.5.** All candidates complying with the application requirements are subject to CV assessment, which shall be conducted under the criteria and evaluation parameters defined under IV.2. and IV.3. However, only the first four approved candidates with the highest scores in the ranking list of the professional background assessment will be called for the interview.

**IV.6.** Candidates who obtain a score under 9.5 points in one of the selection methods will be excluded from the tender procedure, and the following selection method, if it exists, shall not be applied. The same applies to candidates who fail to attend to or quit in one of the selection methods.

**IV.7.** The final score (FS) will be expressed on a scale of 0 to 20 points, calculated up to hundredths, based on the following formula:

$$FS = (CA \times 70\%) + (I \times 30\%)$$

## **V. Selection Process**

**V.1.** The selection committee first decides on the admission and exclusion of applications. In case of non-compliance or partial compliance with any of the requirements established under section III. above, the committee decides whether this irregularity prevents them accepting the application, or if

it has no relevant impact on the evaluation process, in which case the application may nevertheless be accepted.

**V.2** After deciding on the admission and exclusion of candidates, the selection committee begins the procedures related to the phased application of the selection methods. CV assessment is applied to all admitted candidates.

The ranking of the candidates resulting from CV assessment results from the numerical ranking of the classification assigned

**V.3.** The selection committee then conducts the interviews with the admitted candidates. The interview shall have the maximum duration of one hour, although the chairman of the committee may decide to extend it for a further period of 30 minutes.

**V.4.** Candidates who fail to attend the interview at the set time and place shall be excluded from the tender procedure. Similarly, candidates failing to attend a duly scheduled teleconference call shall also be deemed excluded.

**V.5.** After conducting and scoring the interviews, the selection committee calculates the final score and ranks the candidates approved in both methods by applying the formula defined under **IV.7**.

**V.6.** The notification of the final draft decision, which contains the list with the provisional ranking of approved candidates, as well as the list of excluded candidates, will be sent to candidates by e-mail.

**V.7.** Candidates can, if they so wish, appeal the decision of the selection committee, in due respect for their right to a fair hearing, within 10 working days after notification of the draft decision.

**V.8.** If any of the candidates appeals, the selection committee will analyse the request, and the candidates will be notified of its deliberations by e-mail.

**V.9.** If the selection committee finds the candidates' allegations well-founded, it shall proceed according to its deliberations, thereby notifying the candidates by e-mail.

**V.10** If the selection committee finds such allegations unfounded, the candidates are thereby notified, and the procedure shall then be submitted to the head authority of IATV for approval.

**V.11.** All candidates will be notified of the final decision by e-mail. The administrative records of the tender may be consulted by the candidates, through prior scheduling by e-mail to [iatv@uc.pt](mailto:iatv@uc.pt).

The selection committee deliberates by roll call vote based on the selection criteria adopted and disclosed, with no abstentions allowed. The final classification results from the arithmetic average of the classifications assigned by each member of the selection committee.

## **VI. Selection committee**

President:

Luís Alberto Proença Simões da Silva, Full Professor and Vice-Rector of Coimbra University;

Effective members:

Nuno Ricardo Furtado Dias Mendonça

Nuno Gomes

Substitute members:

Ana Rita Grangeia Querido

Luís Carlos Saraiva Silva

In the event of absence or impediments of the chairman, he/she shall be replaced by the committee member indicated first, which, in the same case of impediment, will be replaced by the committee member indicated next and so on.

This public notice will be published in both Portuguese and English on the website <https://iatv.pt/> and on the pan-European Researcher's Mobility Portal, at <http://www.eracareers.pt/>.