

Public Notice

Tender for the Hiring of Senior Technician (Master's Degree Holder)

The Institute of Environment, Technology and Life (*Instituto do Ambiente, Tecnologia e Vida* - IATV) publicly announces an international tender, reference number IATV/20/M09R, hereby opened for 10 working days following the publication of the present notice, starting on the working day of the publication of this notice, for the hiring of a Senior Technician with a Master's degree, under an individual employment contract for an unspecified term, under the Portuguese Labour Code, financed by Centro 2020 Regional Operational Programme (reference CENTRO-04-3559-FSE-000142), in the Thematic area of Competitiveness and Employment, through the European Social Fund (ESF), according to the procedures listed below

I - Workplace and Monthly Wage

I.1 Workplace: The activities will functionally 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/clients, in Portugal and/or abroad.

I. 2. Job description:

- Provide support in defining marketing strategies that strengthen the University of Coimbra Tourism Department, performing the respective monitoring;
- Monitoring and control of the University of Coimbra Online Store (lojauc.com) and the UC Tour platform (visit.uc.pt);
- Provide support in the monthly content planning of the digital networks of the University of Coimbra Store, carrying out the monthly digital advertising of the UC Store on the various official platforms of the institution;
- Define the strategy to acquire qualified traffic, through the implementation of digital campaigns (Display and Social Media), and respective monitoring;
- Define and implement a strategic search engine marketing plan, encompassing sponsored links or organic side by SEO, maximizing the UC online store and the visit.uc.pt website, making search and access through search engines easier;
- Conceive and execute digital campaigns for the University of Coimbra Tourism Department;
- Control and elaboration of monthly reports on the digital performances of the University of Coimbra Store and the UC Tour platform, defining the impact of digital communication per area;
- Control and prepare monthly reports of the digital performance of Web analytics, monitoring the traffic of the official website of the UC;
- Run tests, collect and analyze data and results, identify trends and insights to achieve maximum ROI on paid advertising campaigns through continuous keyword optimization;
- Monitor the market, brand positioning, and competitor analysis;
- Provide support in creating business plan and marketing plans related to the UC Tourism Department area.

I.3. Gross Monthly Wage: € 1 566.61, corresponding to the salary level 22 of the Single Remuneration Table.

I.4. Duration: The contract is signed for an unspecified term, for a maximum period of four years, based on the provision of a specific, precisely defined and non-lasting service, in the terms set forth in paragraph g) of no. 2 of article 140 of the Portuguese Labour Code, in its current wording, specifically for the execution of the financed project and other activities associated with the development, promotion and transfer of scientific knowledge and new technologies from the UC Technology Platforms to companies, under the terms of the Agreement established with the University of Coimbra.

II. Admission Requirements:

I. Hold a Master's degree in Management/Marketing/Communication (preferential) by the deadline for applications, with specialization in Digital Marketing being valued;

II. Have specific academic and professional expertise relevant to the field of the contract, namely:

- Solid knowledge and experience in Shopify and E-Commerce projects;
- At least 1 year of professional experience in Digital Marketing;
- Experience in creating digital campaigns with different objectives (outreach, lead generation, etc.);
- Mastery of Google Analytics, Google Ads, Google Marketing Platform, Facebook Business Manager, LinkedIn Ads, Instagram Ads;
- Mastery of Google Search Console, Google Optimize, and Google Tag Manager tools;
- Team spirit, proactivity, initiative, analytical thinking skills 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 analytical skills.

III – Application Procedure

III.1. Submission of applications: Applications must be submitted by e-mail to the address iatv@uc.pt, and must indicate the reference of the tender procedure.

All documents must be submitted in PDF format.

III.2. Documents to be submitted:

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

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

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

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

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

Failure to present the degree recognition at the time of hiring, under the terms of Decree Law No. 66/2018 of August 16th, is grounds for exclusion.

III. 2.3. Motivation Letter.

III.2.4. Any other elements that the candidate considers relevant.

III.3. All application documents listed in III.2 must be submitted in Portuguese or English, except for those listed in III.2.2., which may be submitted in another language in case no Portuguese or English version are available. Whenever the original documents referred to are produced in a different language, a translation into Portuguese or English must be submitted. Exceptions to this rule are diplomas written in Latin, in this case no translation is required.

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

III.5. This tender will be concluded with the fulfilment of the positions, or, when the positions cannot be filled completely, due to the inexistence or insufficiency of candidates to continue the tender.

IV. Selection Method and Criteria

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

IV.2. In assessing the Curriculum Vitae, the adequacy, relevance and quality of (i) the academic and curricular background, (ii) the specific academic and professional specialization, as well as (iii) the candidate's motivation, by reference to the functions to be performed, will be considered, according to the following evaluation parameters:

- (i) Academic and curricular background - 40%
- (ii) Academic and professional expertise - 40%

(iii) Motivation - 20%

IV.3. The Curriculum Vitae assessment is carried out according to the criteria and evaluation parameters defined in IV.2., being duly justified and graded by the selection committee on a scale of 0 to 20 points, with a value up to the hundredths.

IV.4. The interview assessment is carried out according to the criteria and evaluation parameters defined in IV.2. and will be duly justified and graded by the selection committee on a scale of 0 to 20 points, with a value up to the hundredths, and aims at clarifying aspects related to the candidate's curricular background.

IV.5. All candidates who meet the admission requirements are subject to the Curriculum Vitae assessment, to be carried out in accordance with the criteria and evaluation parameters defined in IV.2. and IV.3. However, only the four approved candidates with the highest scores in the ranking list from the Curriculum Vitae assessment will be admitted to the interview assessment, in the order resulting from the Curriculum Vitae assessment.

IV.6. Candidates who score less than 9.5 points in one of the selection methods will be excluded from the tender procedure, and the next selection method, if any, will not be applied to them. The same applies to candidates who failed to attend or have withdrawn in one of the selection methods.

IV.7. The final classification (FC) will be obtained on a scale from 0 to 20, with the value up to the hundredths, based on the following formula:

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

V - Selection Process

V.1. The selection committee will first decide on the admission and exclusion of applications. In the event of non-compliance, or partial compliance, of any of the requirements defined under section III. of the notice, the selection committee will decide whether this issue prevents them from accepting the application, or whether it has no relevant impact on the evaluation process, in which case the application may nevertheless be admitted.

V.2. After deciding on the admission and exclusion of the candidates, the selection committee will start the procedures related to the phased application of the selection methods. The selection committee will apply the Curriculum Vitae assessment to all the candidates admitted.

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

V.3. The selection committee will then interview the admitted candidates. The interview for each candidate has a maximum duration of one hour, and may be extended for another half hour, by decision of the president of the selection committee.

V.4. Candidates who fail to attend the interview at the time and place previously scheduled will 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 to the candidates, containing the list with the provisional ranking of the approved candidates, as well as the list of the excluded candidates, will be sent to candidates by e-mail.

V. 7. The candidates may, if they so wish, appeal the final draft decision of the selection committee within 10 working days from the date of notification of the final 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.

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:

Jorge Daniel Carvalho Francisco, Advisor of the Rector of the University of Coimbra;

Effective members:

Catarina Alexandra Rodrigues Freire, Coordinator at the University of Coimbra Tourism Department

François Xavier Fernandes, Senior Technician at the University of Coimbra Marketing Department

Substitute members:



Susana Takato Oliveira Manaia Carapito, Senior Technician at the University of Coimbra Tourism Department

Fábio Rui de Almeida, Senior Technician at the University of Coimbra Tourism Department

In the event of absence or impediments of the president, 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 EURAXESS Portal at www.euraxess.pt.