



“Superhero” and Campaign Co-ordinator

Assembly of European Regions’ (AER) “Subsidiarity is a word” movement, home-based consultancy

Background

The Assembly of European Regions (AER), Europe’s largest network of regional authorities, is recruiting a “superhero” to bring its “Subsidiarity is a word” movement to decision-makers and citizens across Europe. The word is virtually unheard of among ordinary people, despite the importance of the principle it represents. Subsidiarity is the principle that decisions should be taken as closely as possible to the citizen.

Launched in May 2008, the “Subsidiarity is a word” movement aims to secure recognition of the word “subsidiarity” in dictionaries and spell-checkers worldwide. In so doing, AER is promoting greater understanding of the word among citizens and greater respect for the principle among EU institutions and national decision-makers.

AER’s spokesman has been playing the role of “Subsidiarity Man” to raise awareness of the movement – his publicity stunts have attracted thousands of YouTube hits, hundreds of Facebook members and dozens of media reports from around the world. The time has come to recruit a new Subsidiarity Man/Woman to continue lobbying for the word’s recognition while further raising public awareness of the movement.

Duties and Responsibilities

The successful applicant will work with AER’s Press and Communications office for a transition period before taking over the role of Subsidiarity Man/Woman and leadership of the movement. Tasks and responsibilities shall include, but not be limited to, assisting and ultimately co-ordinating the following:

- Lobbying major dictionaries and spell-checker providers to recognise and include the correct definition of the word;
- Administrating and promoting the “Subsidiarity is a word” *Facebook* group and Subsidiarity Man/Woman *Twitter* postings;
- Planning and implementing publicity stunts to be filmed for *YouTube* postings;
- Actively seeking and reacting to opportunities to raise public awareness about the movement;
- Finding and exploiting opportunities to present the movement to diverse audiences such as institutional conferences and public meetings;
- Pitching the movement to print, electronic and online media across Europe, and speaking on behalf of the movement;
- Working in partnership with AER’s Youth Regional Network committee on Media and Communication, whose mandate includes supporting the movement’s activities;
- Planning and adhering to a tight budget while actively seeking new funding opportunities to finance the movement’s future activities.

Profile

The successful candidate will be a creative, dynamic and enthusiastic spokesperson for the principle of subsidiarity, bringing fresh ideas and energy to the movement's lobbying efforts and taking the awareness campaign to new and diverse audiences. In addition, the candidate should have:

- A university degree (complete or currently studying), preferably in communications, PR or journalism;
- Excellent knowledge of English and a working knowledge of at least one other European language;
- Excellent written, spoken and visual communications skills;
- Expertise in administering *YouTube*, *Facebook*, *Twitter* and other social media sites;
- Some experience in scripting, filming and editing short videos;
- Experience or strong interest in advocacy campaigning and guerrilla marketing;
- A sense of humour while recognising the importance of the movement's key messages;

Conditions of employment

The vacancy is open to all citizens over the age of 18.

The successful applicant will start as a home-based, part-time intern working with AER's Press and Communications team to develop a strategy for the future of the movement.

Pending satisfactory results during this transition period, the applicant will be hired on an ad hoc consultancy basis to take over the role of Subsidiarity Man/Woman and lead the movement as its campaign co-ordinator.

The position will be home-based with opportunities for travel to AER's Strasbourg head office, Brussels office and member regions.

AER encourages applications that reflect the gender, ethnic, religious and geographical diversity of Europe's regions.

How to apply

Please send your CV of no more than two pages AND EITHER:

- A two-page outline of your strategy to achieve the lobbying and awareness-raising objectives of the "Subsidiarity is a word" movement;

OR:

- A YouTube link to your self-produced video of up to one minute, which demonstrates your "superhero" commitment to the "Subsidiarity is a word" movement with creativity, flair and vision.

Applications should be sent to "Subsidiarity Man" with "Subsidiarity is a word" as the subject, at st.press1@aer.eu no later than **16.00hrs on Friday, 7 August 2009**. All enquiries should be addressed to the AER Press and Communications office, phone +33 388 227 436, or at the email address provided.



*The **Assembly of European Regions (AER)** is the largest independent network of regions in wider Europe. Bringing together more than 270 regions from 33 countries and 16 interregional organisations, AER is the political voice of its members and a forum for interregional co-operation.*

