

City Lab Barcelona, a research team at the Institute for Environmental Science and Technology (ICTA-UAB), is looking to hire **a communications intern** to help with the promotion of a newly created citizen science platform for the urban cycling community. The communications intern will collaborate with researchers from five European universities and work with a dynamic team at ICTA-UAB.

The communication intern will be responsible for leading the promotion of a citizen science project and mobile phone application among urban cyclists. The communication and promotion of the citizen science project will be developed through in-person events and on social media platforms.

Objectives

- Promote the citizen science project (mobile phone app) among the cycling community in Barcelona, Catalonia and beyond.
- Develop and implement an online and social media promotion strategy
- Assist the partner research teams with the promotion of the project in their respective cities (Tampere, Finland; Twente, Netherlands, and Aveiro, Portugal)
- Engage with local stakeholders and the cycling community through workshops and in person events
- Gather feedback from the cycling community about how the platform might be improved
- Be an active and engaged member of the City Lab Barcelona research team

Tasks

- Develop and implement a promotion/dissemination strategy for the citizen science project in Barcelona and Catalonia
- Engage with research partners to consider how the promotion and dissemination strategy could be extended to the other teams working in other cities (Aveiro, Tampere, Twente).
- Create social media accounts for the project in the relevant platforms (Such as Twitter, Instagram, Facebook), develop content and engage with users on these respective platforms about the value of the citizen science project.
- Manage and test paid online promotion ads on social media and assess their effectiveness
- Create materials for the project to present at the Smart City World Congress (stickers, banners, pamphlets and/or videos).
- Attend the Smart City World Congress and present the app to participants.
- Identify other opportunities to promote the project among relevant audiences.
- Assist in the organization of workshops, meetings and sessions with the local stakeholders and the cycling community.

Qualifications

The successful candidate must be an enrolled student at the Universitat Autònoma de Barcelona. They must be available for 10 hours a week until the end of June. The ideal candidate would be an active member of the cycling community and be confident with the promotion

thought social media. The student should have an excellent English, Spanish and Catalan. Knowledge in other European languages is a plus. It would be desirable to have experience with graphic design, and relevant software (Photoshop, InDesign). The successful candidate should be able to work independently, generate their own ideas and be capable of implementing them. The candidate should be outgoing, display confidence and be an effective communicator.

Work Conditions

The internship contract will be processed through the *Servei d'Ocupabilitat* of the UAB and pay for Spanish Social Security registration. The gross hourly wage is 11 Euros per hour.

Apply

You can apply through the NEXUS-UAB ([LINK TO OFFER](#)) or submitting your CV and a cover letter describing why you are interested and what you would bring to this position by October 30th 2022 to bikeparking@citylabbcn.org

City Lab Barcelona

www.citylabbcn.org