



## PR and editorial assistant

**Position Title:** PR and editorial assistant  
**Location:** The Hague, The Netherlands  
**Department:** Marketing & Communications  
**Reports to:** Marketing & Comms Manager  
**Grade:** 9  
**Status:** Maternity Cover  
**Reference no.:** PR\_1009

### General Summary:

The PR and editorial assistant will be responsible for writing all texts for press releases, the project website and newsletters, developing media assets for use in the projects and implementing the brand guidelines across all collateral. The PR and editorial assistant will deliver the communications strategy for Europeana set by the Marketing and Communications Manager. The postholder will work closely with the Webmaster and Marketing Assistant in carrying out the range of marketing and PR activities. This is a 5 month maternity cover starting in November 2009.

### About Europeana

Europeana.eu is a prototype portal that brings together Europe's distributed cultural heritage. Europeana.eu inspires ideas and deepens understanding by sharing Europe's cultural and scientific heritage with the world online. The prototype has been funded by the European Commission under the [eContentplus programme](#), as part of the [i2010 policy](#). The European Commission's goal for Europeana is to build on Europe's rich heritage and combine multicultural and multilingual environments with technological advances and new business models.

Europeana v1.0 is a project funded by the European Commission to develop the Europeana prototype into a fully operational service. It is linked to a range of related projects which will provide content and develop functionality for v1.0, which will launch in 2010.

The EDL Foundation, founded in 2007, is a dynamic organization responsible for Europeana v1.0 and related projects. The EDL Foundation has an enthusiastic and international team, based at the Koninklijke Bibliotheek (Royal Library) of the Netherlands in The Hague. Information about the EDL Foundation can be found on: <http://europeana.eu/portal/aboutus.html>

**Key Responsibilities:**

- Develop all copy for the Europeana v1.0 and portal websites, and newsletters for partners and end-users.
- Develop and edit all texts for collateral materials, presentations, reports and business plans.
- Manage the translation of copy into all European languages as and when necessary using the network of partners.
- Ensure all texts are on brand, clear and concise.
- Monitor the use of the brand guidelines across all Europeana-related projects and assist with implementation where applicable.
- Design PowerPoint presentations, invitations, badges, conference programmes, leaflets and similar collateral in line with brand guidelines.
- Develop media assets for the projects. These could include slideshows, animations and videos for conference and web use.
- Execute the PR strategy for the Europeana projects and the Europeana.eu portal.
- Work closely with Marketing & PR counterparts at the European Commission and related projects and institutes.
- Manage and maintain a database of journalists.
- Work closely with the Marketing Assistant to plan conference attendance and speaking opportunities for the Europeana team.
- Ensure all materials and activities are on brand, on time and within budget.

**Ad Hoc:**

- Travel when necessary
- Support all marketing & PR activities when necessary
- Sourcing new facilities and suppliers when necessary, including negotiating suitable rates

**Must have:**

- Excellent communication skills, able to write and present fluently
- Excellent command of English and preferably one other European language
- PR experience, preferably in an international setting
- Experience in writing and editing press releases and collateral materials
- Proof-reading skills
- Multimedia editorial experience
- Computer literate, with MS Office experience
- Affinity with the cultural sector and online projects
- Self starter
- Ability to work under pressure to tight deadlines
- Team Player

**Good to have:**

- Experience of Adobe Photoshop or similar design programme
- Some knowledge of Adobe Premiere or similar media software
- Design training

**Our Offer:**

A 5 month contract (maternity cover) based at the Koninklijke Bibliotheek in The Hague, the Netherlands. According to the [CAO – onderzoekinstellingen](#) the salary scale indicated for this job is 9, maximum of €3373 gross per month on the basis of a 40 hour week. In addition you will be entitled to 42 days holiday per year plus holiday pay and an annual bonus of 8.33%.

**Contact information:**

If you would like to apply for this position, please send your resume and cover letter to [jobs.edlf@kb.nl](mailto:jobs.edlf@kb.nl), with the reference no. PR\_1009 as subject or send it by mail to:

**Europeana**

c/o the Koninklijke Bibliotheek  
National Library of the Netherlands  
PO Box 90407  
2509 LK The Hague  
The Netherlands

Applications must be received before 1 November COB.