

Internship at ACTeon

Developing social media in EU-funded research projects

THE ORGANISATION

ACTeon is a French-based human size (20 staff) research and consultancy company, active in the field of EU environment policy. It is specialised in the “soft” components of environmental management and policy, i.e. social values & perceptions, economic values - including values of ecosystem’s services, the search for adequate incentives (knowledge, processes, economic instruments) to steer change in behaviour, prospective and policy (*ex-ante* and *ex-post*) evaluation, governance & institutions, and mediation & communication. ACTeon is providing support to policy development and implementation in the field of water, marine resources, biodiversity, climate change and adaptation, agriculture and the environment, renewable energy, etc. The geographic focus of activities includes France, Europe (other European countries & EU level initiatives), the Mediterranean Sea and the Caucasus regions. For more information: www.acteon-environment.eu

THE FOCUS OF THE INTERNSHIP

Because of the need to mobilise all parts of society to ensure ecological and energy transition becomes reality, increasing attention is given today in the field of environmental policy to the **capacity to communicate on complex issues linking human development and nature conservation**. Depending on the audiences - decision makers, professionals, the wider public or the Youth... - and on set objectives (from changing perception to accompanying change of behaviour), different approaches, channels and messages will be required.

ACTeon is involved in several projects, where it uses its experience and expertise in communication linked to different environmental domains (ocean, water, biodiversity, land use...), being in charge of the communication activities of different EU-funded research projects or carrying out communication to support public bodies in charge of the implementation of environmental policy. In performing these tasks it is important to understand and evaluate effectiveness of the communication/media reach, and especially to make sure the messages are reaching target audiences. The focus of this internship position, therefore is to put in practice and assist communication via social media channels the EU-funded research projects, with the ultimate objective to **enhance reach, effectiveness as well as analytic capabilities**.

THE TASKS

ACTeon is looking for a **dynamic and enthusiast student** to join its team for supporting the **development and implementation of social media strategies** in research projects. More specifically, the tasks of the student will include:

- Contribute to the development and implementation of **social media strategies**, including: (i) setting targets; (ii) setting contents; (iii) setting an editorial plan and a publication calendar; and (iv) putting the strategy into action;

- Contributing to strategies and actions to **widen target audiences and social media reach** in EU-funded research projects, and to make ACTeon’s communication efforts more effective;
- Contribute to the development of **social media contents**, including short articles, blog posts, simple videos, social media cards and other products;
- Contribute to the **monitoring and analysis of the effectiveness of social media activity**, including for example the evaluation of targets’ achievement, the evaluation of effectiveness of different types of contents/ products;
- Contribute to the **development of internal best practices/ protocols** to widen our audiences and evaluate effectiveness of social media efforts; and
- Contribute to **other communication tasks** such as the development of the web sites, infographics, brochures, posters and other communication material.

The intern will also have the opportunities to **develop a personal mini-communication project** to carry out in the framework of one of the relevant research projects, where he/she will realise one of her/his own small communication ideas.

In addition to carrying out these tasks/activities, the student might participate and contribute to activities (workshops & conferences) carried out in ACTeon’s on-going research projects. The intern will join the work of the ‘communication group’ of ACTeon, and will also participate in the ACTeon’s daily life and activities (participation in team meetings, contribution to ACTeon’s own communication, etc.)

REQUIRED QUALIFICATIONS

- **Student** in communication and media with experience in communication; specific experience or interest in environmental and scientific communication will be an advantage;
- Experience in the **management of social medial channels**, as well as experience in the **management of on-line communities**;
- Excellent **storytelling and content development skills**;
- Use of design softwares (e.g. Adobe Creative Cloud) will be an advantage;
- Fluent/professional level in **oral and written communication** in **English**; knowledge of **French** is considered as an advantage.

ADMINISTRATIVE & WORKING ARRANGEMENTS

The internship will take place at one of ACTeon’s premises – to be chosen by the student between Colmar, Strasbourg (France) or Turin (Italy). The intern will receive a regular internship allowance as defined by French law. The internship duration is expected to be **6 months**, starting in **February 2022**.

HOW TO APPLY?

You can apply **sending your application via email** with (a) a cover letter and (b) a recent CV to:

Pierre Strosser - p.strosser@acteon-environment.eu

Gloria De Paoli - g.depaoli@acteon-environment.eu

TO KNOW MORE...

Candidates can have a look at social media accounts and website managed by ACTeon in one of our on-going research projects:

<https://www.landsupport.eu/>

https://twitter.com/LandSupport_EU

<https://www.facebook.com/Landsupport>

<https://www.linkedin.com/company/landsupport>