

Training Opportunity for Portuguese Trainees

Reference	Title	Duty Station
PT-2017-DG-CS	Português no Espaço - Diga ao Mundo!	ESAC
<p><u>Overview of the Unit missions:</u></p>		
<p>The Communication Office in ESAC has a dual role.</p> <p>Firstly as the centre for Science Communications, ensuring that ESA member states and the extended global audience hears and understands the work performed by ESA in the areas of astronomy, planetary science and heliospheric observations. This includes missions such as BepiColombo, Gaia, Herschel, JUICE, Rosetta, Solar Orbiter and XMM; spreading the word about new discoveries related to the universe, our solar system and life on Planet Earth.</p> <p>Secondly, the office as the responsibility as the Country Desk covering Spain and Portugal (and by association, South America). In this role, the team relates the activities of the Agency as a whole (launchers, human spaceflight, Earth observation etc.) across the Iberian peninsula and beyond.</p> <p>The office relies on both traditional (Press, TV and Radio) as well as new media (web, twitter, G+, blogs) to spread the news about the Agency's activities and how this relates to the lives of European citizens. In parallel, the office helps organise conferences and exhibits to illustrate the work of the Agency.</p>		
<p><u>Overview of the field of activity proposed:</u></p>		
<p>The web and twitter accounts of the ESAC Communication Office are amongst the most active within the Agency. With thousands of followers on the Spanish twitter account, the office would like to replicate this success with the Portuguese speaking community.</p> <p>In order to do this, the successful candidate will be given the task to investigate how best to reach out to the Portuguese community, find out what is considered important for Portugal and how to make ESA relevant to the Portuguese people's daily lives.</p> <p>New approaches are being tried within the office, such as micro-videos with experts, photographic exhibits, gender equality initiatives and interactive cartoons. There is always scope for new techniques to be tried.</p> <p>This activity will have a wide-ranging and long-lasting effect on how ESA is perceived by the Portuguese-speaking world. The successful candidate will have access and influence on all aspects of the office's interface with Portugal, from traditional media through to modern social media tools. They will also gain experience on how a successful communication office interacts with the media, makes contacts, organises interviews with the relevant expert and ensures that journalists, bloggers, tweeps and other interested parties obtain the information they need to correctly relate the Agency's activities.</p>		
<p><u>Required Education:</u></p>		
<p>An educational background in a relevant communication or scientific area. The applicant should have a good understanding of:</p> <ul style="list-style-type: none"> · Modern social media · Basic website design · Space science <p>The applicant should also be a native speaker of Portuguese with a high level of English (spoken and written). The most important qualifications of any applicant include the ability to work flexibly within a small, close-knit team and the initiative to research, propose and deploy innovative approaches to science communications.</p>		