

## Call for applications: Campaigner for “Aware and Active (AAA)” project

*Are you passionate about antiracism, and promoting diversity and inclusion?*

*Do you have an experience in campaigning?*

*Are you interested in designing European campaign to tackle discrimination and prejudice?*

*Apply to be a member of AAA Campaign Preparation Team!*

### What is the AAA project about?

The project "Aware and Active" is coordinated by Interkulturelles Zentrum, the Austrian National Agency for the Erasmus+: Youth in Action programme.

Seven National Agencies of the Erasmus+: Youth in Action programme from Austria, Estonia, Finland, France, Italy, Macedonia and Slovenia are directly involved into the project implementation and the project is also supported by National Agencies from Germany, Belgium-Flanders, the Netherlands, Croatia, Slovakia and Latvia, as well as POYWE - Professional Open Youth Work in Europe.

The project will run from December 2016 to December 2019.

The main specific objectives of the project are:

- promote intercultural dialogue and respect and positive benefits of a diverse society among general public in Europe
- enhance critical thinking and media literacy among young people, youth workers and educational staff
- foster active youth participation
- improve access to the Erasmus+ programme and social inclusion through civic participation of young refugees, migrants and asylum seekers

Main Project activities:

1. October 2017 – March 2019: Young people from all participating countries (including the refugees, migrants and asylum seekers) are invited to be part of "**Trainings and Ideas Labs**" where they will design messages and specific ideas for awareness raising activities at local, national and European level. The awareness raising activities will be accompanied at all levels by a media campaign and will give young migrants, refugees and asylum seekers a face and voice.
2. 9-11 June 2018: These specific ideas will be brought at the European level with multipliers per participating country taking part in a **European Ideas Lab** where the motivated young people can exchange their ideas and methods, find synergies and links between their activities and develop under the joint roof a European Campaign, which makes use of all the previously elaborated awareness raising activities.

3. April 2018- March 2019: These activities will be developed in a participatory way to ensure active participation and ownership of young people. There will be various activities financially supported in the fields of social media, arts and culture, media with products like brochures, postcard, movies, websites, etc. A **European Campaign** with activities in all participating countries will be implemented to raise awareness about positive aspects of a diverse society and to promote critical thinking and media literacy.
4. June 2019: After the implementation of the European Campaign comprising of all awareness raising activities an event **DEOR Fair „Aware and Active“** will take place where the outputs and outcomes will be presented targeting to upscale, disseminate and exploit the project results for different sectors at a European level.

### Who are we looking for?

Experienced and creative expert to help us turn creative ideas of young people into specific campaign materials, design a strategy of the campaign implementation and engage organisations/ young people/ stakeholders around Europe to take part in the campaign.

Period of the campaign implementation: April 2018 – March 2019

- Starting with prep-meeting in Slovenia in February 2018, you will plan and design the first steps of the AAA campaign together with the AAA team.
- Participation in the European Ideas Lab in June (9-11 June 2018) in Slovenia where you will take part in planning of specific awareness raising activities all over Europe.

### Candidate for this position:

- Has experience running campaigns and/or other communication projects;
- Has interest in working together with young people and willingness to work in a constructive and participatory way;
- Has intercultural background;
- Has understanding of European values;
- Is skilled in building partnership and has notable interest in online innovation;

### Responsibilities:

- Identify, pitch and manage the best strategy on how to promote and work with the messages of young people
- Design the implementation phase of the campaign
- Identify specific approach for all involved actors on how to implement planned steps, helping them to think creatively

- Work collaboratively with young people and the team of the AAA project
- Work collaboratively with the AAA project evaluation team in order to evaluate the impact of the campaign)
- Be familiar with the latest trends and development in campaigning and translate this innovative ideas for the AAA and its partners

Skills:

- Fluency in verbal and written English, additional language skills are welcome
- Cultural sensitivity and the ability to work effectively with a diverse set of people of different nationalities and backgrounds
- Skills for tracking and evaluating the outreach impact of the campaign using latest technological tools
- Great sense of humour 😊

Working conditions:

The candidates are invited to submit the financial offer related to the designing implantation phase of the campaign as mentioned above.

The selected expert is expected to join:

- Prep-meeting of the European Ideas Labs in February, 14-15, 2018 in Slovenia
- European Ideas Lab in June, 9-11, 2018 in Slovenia

Application and selection procedure:

**Apply no later than: 15.12.2017**

How to apply: Please send the application form to Marcela Hajtmankova (project manager of AAA Project): [marcela.hajtmankova@iz.or.at](mailto:marcela.hajtmankova@iz.or.at)

You will be informed about the results of the selection in the first half of January 2018.

Contact for further information:

[marcela.hajtmankova@iz.or.at](mailto:marcela.hajtmankova@iz.or.at), +421 907 529 449

**To apply for this position, please fill in:**

|                                    |  |
|------------------------------------|--|
| Your Name                          |  |
| Date of Birth                      |  |
| Country of Residence:              |  |
| Your Email Address/contact details |  |
| Your Organisation                  |  |
| Organisation Webpage               |  |

**Have you previously taken part in any Erasmus+ projects, conferences or campaigns? What was your role?**

If yes, please give some details:

**What is your motivation for taking part in this campaign?**

**What experience do you have that would be useful for this role?**

*E.g. experience with working on local, national or international campaigns, or organising intercultural activities- please, specify*

**What skills do you have that would be useful for this role?**

**What languages can you work in?**

**Do you have any other remarks?**