

Call for applications for **Public Relations Officer Services** in connection with ITAMA project C1-1.1-18 under Interreg Italy-Malta 2014-2020 Programme

ITAMA is an interdisciplinary project financed by the INTERREG V-A Italia-Malta programme. The project is under the lead of the Department of Physics and Chemistry of the University of Palermo. Other partners of this project are the University of Messina, Mater Dei Hospital, the Malta Ministry of Health and AcrossLimits Ltd. The overall objective of the ITAMA project is to activate a network between research and productive environments in the healthcare sectors to develop innovative ICT Tools for the diagnosis of Autoimmune diseases and related technology tool transfer.

The project is made up in the following tasks:

- Testing of approximately 20,000 children in Malta and 2,000 children in Sicily for coeliac conditions using a PoC test
- Analysing the data gathered from these tests to verify the accuracy of such tests to diagnose Coeliac conditions in comparison with more invasive tests like blood tests or endoscopy
- Sharing this information with relevant stakeholders

As the Communications leader for the project, AcrossLimits is issuing this public call for application to acquire the services of a Public Relations Officer (PRO). The PRO's main responsibility is to disseminate and promote the project over Malta and Sicily, where the activities will be taking place. Such promotion is needed to acquire consensus of the public to participate in the project. The PRO will plan, organize and oversee all dissemination activities in both regions according to the Dissemination plan provided in Annex 1. Furthermore, the following tasks need to be accomplished:

- Keeping the project website up to date with latest information, news, articles, ongoing activities;
- Keeping the project social media Accounts active by sharing news, articles, ongoing activities;
- Issuing newsletters to update the media followers about the project status;
- Advising the Project Partners on seminars/conferences to attend as means of dissemination and exploitation;
- Writing of a Dissemination report including all proof of dissemination as per EU guidelines. This report should be issued once per quarter and a final report is to be submitted to the at the end of the project;
- Being physically present in meetings, public events, media events and other dissemination events as agreed with the Project Manager. Such events may be held both in Malta and Sicily, at different times;
- Other activities may arise in course of time depending on the project needs.

The duration of the services are planned between April 2019 and the May 2021. The project lifetime may be extended, in which case the duration of the services would need to be updated and agreed upon between the PRO and AcrossLimits

The right applicant should:

- Have experience of Public Relations / Dissemination services for EU funded projects;
- Have the necessary knowledge about and connection with communication agencies both in Malta and Sicily;
- Have a valid VAT number approved in VIES European Commission as per the following link:
http://ec.europa.eu/taxation_customs/vies/vatResponse.html?locale=mt
- Have own or source any equipment needed for the project execution ;
- Fluency in both English and Italian (The applicants may be subject to a fluency test in both languages during the evaluation period);
- Experience as communications officer/consultant in an Interreg Project will be considered an asset.

The applicant should provide the following to info@acrosslimits.com:

- An application letter in English, including a detailed CV and a list of projects performed (including the role covered in these projects and details of services provided);
- An hourly rate (in €) that will be charged for the rendered services. The rate should clearly indicate whether it includes VAT or not.

Deadline for applications:

- Applications will be accepted until **15th April 2019 12:00**. Queries should be addressed to info@acrosslimits.com.

What AcrossLimits offers:

- A transparent evaluation process whereby applicants shall be rated upon qualifications, experience' language fluency and price;
- A Project Manager to support with any project issues along the execution;
- A budget of €30,000 net has been allocated by the project for these tasks. This includes all costs related to services, travelling, printing and other items needed to fulfill the tasks of project dissemination as agreed with and approved by the Project Manager;
- Upon contract signature, AcrossLimits will agree with the applicant upon a fixed hourly rate for the services requested. The hourly rate will be based on experience and qualifications. The PRO must provide timely monthly invoices based on timesheets with details of worked hours per day for the previous month. Regular monthly payments will be affected every end of month as follows:
 - 90% of the monthly invoice will be paid at the end of the following month;
 - 10% balance of each monthly invoice will be retained until the official finalization of the project;
 - Once the project is finalised, the retained balance shall be paid to the contractor as a lump sum against invoice.

Annex 1 – Dissemination and Exploitation Plan

Malta Activities: ITAMA Dissemination Plan

Activity <i>(all planned activities, events, fairs, etc.)</i>	Users <i>(target groups that will be reached)</i>	Medium <i>(communication channel that will be used)</i>	Evaluation <i>(indicators for success of activity)</i>	Timeline <i>(expected date & duration of the event)</i>
Design of project templates according to the Italia-Malta Brand Design manual (word, power point, meeting agendas, certificate of attendance for meetings, brochures, posters, marketing material). A copy of the manual will be given together with contract signature.	Project Partners	Various	All the materials produced	Apr 2019 – May 2019
Organisation of Face to face meetings with Representatives of schools in Malta – various meetings in different locations to introduce the project in detail to the schools and explain to them the testing process. Aim is to get feedback from the participants to improve on the planned testing process and make it more efficient, based on their experience.	School management teams	Meeting including presentation and Q&A session	Attendance sheet to be signed by all participants	Apr – Dec, 2019
Supervision of Project website. Website will be populated with information about the project and its aims, progress, news, information about coeliac conditions and other topics considered relevant by the project partners	Public	Internet (online)	Counter to count number of people visiting the website.	Project Lifetime
Facebook page – creation of the project Facebook page in Italian and English to attract social media users and keep them informed about the project.	Public	Online	Count of Facebook page likes (followers)	Apr 2019
Linkedin Account – creation of the project Linkedin account in Italian and English to attract professional social media users and keep them informed about ITAMA	Public	Online	Count of Linkedin page likes (Followers)	Apr 2019
Twitter Handle – creation of the project Twitter account in Italian and English to attract social media users and keep them informed about ITAMA	Public	Online	Count of Twitter page likes (Followers)	Apr 2019

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Regular update of the project social media accounts to keep followers informed of the project status, receive news and information about interesting topics and disseminate to a wider audience both inside and outside of the regions of Malta and Sicily	Public	Online	Count of page likes, posts likes/shares	Project Lifetime
Social Network pages sharing with the schools – The schools that have their own social network accounts will be asked to share the pages of ITAMA to keep the parents of their students informed.	Public	Online	Count of posts likes and shares	Project Lifetime
Collect all proof of dissemination by means of social networking or other forms of media to be used for dissemination reporting	Project Partners	Online	Quarterly Dissemination Report	Project Lifetime
Organize Project Participation in TV and radio programmes – to make the public aware of the project and the testing process to be followed in schools.	Maltese Public	TV, Radio	Count of appearances	May – Dec 2019
Organize Project Participation in parents' meetings in different schools – to make parents aware of the project and the testing process to be followed in schools. A power point presentation needs to be prepared to include all testing information.	School Management, Parents	Presentations; Face to face or remote	Attendance sheet to be signed by all participants	Sep – Dec 2019
Design of Information Brochures given out to all school children in Maltese primary and middle schools. These brochures will contain information about coeliac conditions and about the project.	Parents	Printed material	Count of brochures printed and delivered	Sep – Dec 2019
Support to Medical experts to attend 2 international conferences and inform the audience about ITAMA – the project and its results	Medical Professionals	Face to face participation in conference	Count of presence in international conferences	May 2019 – May 2021
Support for organization of 1 workshop and 1 seminar at the end of the project to share the project findings and results	Stakeholders	Various	Successful organization of 2 events	2021

Sicily Activities - ITAMA Dissemination Plan

Activity <i>(all planned activities, events, fairs, etc.)</i>	Users <i>(target groups that will be reached)</i>	Medium <i>(communication channel that will be used)</i>	Evaluation <i>(indicators for success of activity)</i>	Timeline <i>(expected date & duration of the event)</i>
Organize Project Participation in TV and radio programmes – to make the public aware of the project and the testing process to be followed in Sicily.	Public	TV, Radio	Count of appearances	Project Lifetime
Coordinate ITAMA Social Network pages sharing on the school networks in Sicily – Project information will be shared on the social networks of the schools in Sicily to create public awareness.	Public	Online	Count of posts likes and shares	May 2019 – May 2021
Collect all proof of dissemination by means of social networking or other forms of media to be used for dissemination reporting	Project Partners	Online	Quarterly Dissemination Report	Project Lifetime
Organize & design Press releases in local newspapers	Public	Printed material, Online	Count of news articles	Project Lifetime
Support to Medical experts to attend 2 international conferences and inform the audience about ITAMA – the project and its results	Medical Professionals	Face to face participation in conference	Count of presence in international conferences	May 2019 – May 2021
Support for organization of 1 workshop and 1 seminar at the end of the project to share the project findings and results	Stakeholders	Various	Successful organization of 2 events	2021