<table>
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<tr>
<th><strong>Job Area</strong></th>
<th><strong>Information &amp; Communication - Web team</strong></th>
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| **Job purpose** | The web team trainee is a member of a small team and will support the Eurofound work in the area of online communications, being involved in particular in:  
- Web content publishing and management;  
- Usability and user experience related projects. |
| **Main responsibilities** | Web content publishing and management:  
- Drafting and publishing web content;  
- Reviewing and improving web content formats;  
- Enhancing the search engine ranking of webpages by optimizing information architecture, content, structure and links;  
- Measuring and reporting on the impact of web content improvements.  
Usability and user experience related projects:  
- Supporting projects to improve the usability of the Eurofound website;  
- Researching best practices;  
- Turning research findings into action plans, and implementing changes;  
- Measuring and reporting on the impact of improvements to the user experience.  
Other responsibilities will include:  
- Supporting the work of the Information and Communication unit, as required. |
| **Desired Academic background** | University degree and relevant professional qualification in communication, marketing or related areas. |
| **Desired Skills** | Very good general IT skills;  
- Basic familiarity with HTML and/or content management systems;  
- Excellent planning and organising skills;  
- Detail orientated;  
- Strong interpersonal skills, assertive and very good ability to communicate both orally and in writing;  
- Good language ability; fluent in English and another EU language. |
| **Expected learning outcomes** | To familiarise with the work of the EU Institutions and EU Agencies;  
- To develop a good understanding of the web content management, usability and user experience;  
- To get an in-depth overview of and develop a critical approach towards online communications processes;  
- To develop and enhance communications skills. |