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## EVEC Athens — Erasmus+ Traineeship: Marketing Strategist

European Voluntary and Educational Center Athens (evec.org.gr)

*This document describes the intern profile EVEC Athens is seeking through Erasmus+ traineeship mobility. It is intended to be shared with sending institutions and their Erasmus offices to facilitate candidate matching.*

### 1. About the Host Organisation

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| <b>Organisation</b>      | European Voluntary and Educational Center Athens (EVEC Athens)   |
| <b>Legal form</b>        | Non-profit NGO registered in Greece  |
| <b>Sector</b>            | Non-formal education, youth mobility, VET cooperation, sustainability  |
| <b>Erasmus+ status</b>   | KA1 Youth Accreditation (active) · ESC Quality Label · KA220-VET project coordinator   |
| <b>PIC / OID</b>         | 909448430 / E10172681  |
| <b>Core activity</b>     | Microgreens-based pedagogy integrating STEM, circular economy, entrepreneurship, and VET across multiple EU projects (KA151-YOU, KA210-YOU, KA220-VET) |
| <b>Location</b>          | Athens, Greece (Group 2 — medium cost of living for Erasmus+ grant purposes)   |
| <b>Working languages</b> | English (primary), Greek (beneficial but not required)   |
| <b>Supervision</b>       | Dedicated mentor/supervisor per trainee; weekly check-ins; structured learning outcomes aligned with Learning Agreement                                |

### 2. Digital Infrastructure and Marketing Ecosystem

EVEC Athens operates a comprehensive digital marketing ecosystem guided by a defined marketing strategy. The organisation has built full digital ecosystems around two web properties (evec.org.gr and microgreens.org.gr), each with a coordinated presence across six channels, and is preparing to build the same ecosystem around a third property (volunteer.org.gr) from the ground up. All EVEC websites are non-profit properties operated within the framework of Erasmus+ and ESC projects, hosted on a professional Hostinger account with domain management, SSL, cPanel, and performance optimisation.

The infrastructure is in place and operational. What EVEC needs now is a **Marketing Strategist** — not another content creator, but the person who decides what content gets created, for whom, on which platform, and why. EVEC runs multiple Erasmus+ and ESC projects simultaneously, each targeting different audiences (prospective volunteers, VET educators, institutional partners, youth). The Marketing Strategist will be the person who connects these audiences to the right message through the right channel at the right time — coordinating with the Social Media Coordinator, Graphic Designer, Web Content Manager, and Multilingual Content Writer to turn strategy into execution.

#### Web properties and their status:

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| <b>evec.org.gr</b>        | Organisation website — WordPress/Blocksy Pro + MathRank SEO Pro. Full social media ecosystem established and functioning: Facebook, Instagram, TikTok, YouTube, LinkedIn. Google Ads Grant active. Google Analytics integrated. |
| <b>microgreens.org.gr</b> | Thematic project website — 100+ articles on microgreens pedagogy, STEM, sustainability. WordPress/Blocksy Pro + MathRank SEO Pro. Full social media ecosystem established and functioning.                                      |
| <b>volunteer.org.gr</b>   | ESC and volunteering portal — website live on WordPress/Blocksy Pro with MathRank SEO Pro, Google Analytics, and Google Ads Grant. Social media ecosystem needs to be built from scratch.                                       |

#### Shared professional tools (available across all three ecosystems):

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| <b>Hostinger hosting</b>       | Professional hosting with cPanel, domain management, SSL, performance optimisation, email hosting, and backups.  |
| <b>WordPress + Blocksy Pro</b> | Premium WordPress theme on all sites — advanced header/footer builder, custom layouts, dynamic content blocks.   |
| <b>MathRank SEO Pro</b>        | Professional SEO plugin — keyword optimisation, meta descriptions, schema markup, XML sitemaps, content scoring. |
| <b>Google Ads Grant</b>        | 10,000 USD/month in free Google Search advertising via Google for Nonprofits.                                    |
| <b>Google Workspace</b>        | Google Workspace for Nonprofits — professional email (@evec.org.gr), Drive, Docs, Sheets, Calendar.              |
| <b>Canva Pro</b>               | Canva for Nonprofits — premium templates, brand kits, content planner for graphics and marketing materials.      |

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| <b>YouTube Studio</b>      | YouTube for Nonprofits — custom thumbnails, end screens, cards, community posts.                          |
| <b>Meta Business Suite</b> | Centralised management of all Facebook and Instagram accounts — scheduling, inbox, insights, advertising. |

### 3. Position: Marketing Strategist

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| <b>Position title</b>       | Marketing Strategist  |
| <b>Area / department</b>    | Marketing Strategy and Digital Communications   |
| <b>No. of positions</b>     | 1–2 per intake period   |
| <b>Duration</b>             | 3–6 months (minimum 2 months; 4–5 months preferred)   |
| <b>Weekly hours</b>         | 30–35 hours per week  |
| <b>Format</b>               | On-site in Athens, Greece (hybrid possible for specific tasks)  |
| <b>Start approximately</b>  | Immediately — trainees can start as soon as the Learning Agreement is signed. Flexible alignment with sending institution call calendar.                                  |
| <b>Erasmus+ grant</b>       | Students receive approx. 500–550 EUR/month from their sending institution (Greece = Group 2).   |
| <b>Study level</b>          | BA or MA (Bachelor's or Master's degree)  |
| <b>Linguistic skills</b>    | English: B2 minimum (working language) · Greek: not required · Other EU languages: welcome  |
| <b>IT skills</b>            | Google Analytics, Google Ads, Meta Business Suite, Mailchimp/Brevo, WordPress, MathRank SEO Pro, Canva Pro  |
| <b>Facilities provided</b>  | Professional workspace at EVEC Athens, full orientation to the city, dedicated supervisor, integration into multicultural project team, support with accommodation search |
| <b>Application deadline</b> | Rolling — applications accepted year-round. Early contact recommended to align with sending institution call deadlines.   |
| <b>Contact</b>              | erasmus@evec.org.gr   |

### 4. Candidate Profile — Who We Are Looking For

This is the **thinking role** in EVEC's communication team. While other trainees focus on execution — the Social Media Coordinator posts content, the Graphic Designer creates visuals, the Web Content Manager publishes pages — the Marketing Strategist is the person who defines what gets made and why. You will audit EVEC's current marketing performance across three web ecosystems, identify what is working and what is not, define audience segments for each active Erasmus+ and ESC project, and build the content calendars and campaign plans that the rest of the team executes. You will manage EVEC's Google Ads Grant (10,000 USD/month) — deciding which keywords to target, which landing pages to optimise, and how to allocate budget across the three ecosystems. You will be the person who reads the analytics dashboards every week and translates numbers into decisions: this campaign needs more budget, this audience segment is underserved, this platform is underperforming.

The ideal candidate is enrolled in Marketing, Digital Marketing, Strategic Communication, or Business Administration and thinks naturally in terms of funnels, conversion rates, audience personas, and ROI. You don't need to be a designer or a writer — EVEC has other trainees for that. What you need is the ability to look at a set of organisational goals (recruit 50 ESC volunteers, increase website traffic by 30%, promote three project open calls) and design a marketing plan that achieves them. Prior professional experience is not expected; what matters is strategic thinking and comfort with data.

#### Your role in a multicultural team — how the Marketing Strategist connects to other profiles:

EVEC's communication team is a multicultural, cross-functional unit composed of up to five Erasmus+ trainees from different EU countries and academic backgrounds, working together in Athens. As the Marketing Strategist, you are the strategic coordinator — the person who sets the direction and ensures that every piece of output serves a measurable objective. You will hold weekly coordination meetings with the team, assign campaign tasks based on each member's strengths, and learn to lead through influence rather than hierarchy — a core skill in any international work environment. Here is how your role intersects with each team member:

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| <b>You → Social Media Coordinator</b> | You define what campaigns run on which platforms, at what frequency, targeting which audiences. The Social Media Coordinator executes: creating posts, scheduling, engaging with followers. Together you review weekly platform analytics and adjust the strategy based on engagement data and audience response. |
| <b>You → Graphic Designer</b>         | You write the creative briefs — what visual assets are needed, for which campaign, in what format and dimensions. The Graphic Designer produces them. You give feedback on whether visual output aligns with campaign objectives and brand positioning, not just aesthetics.                                      |
| <b>You → Web Content Manager</b>      | You decide which landing pages need to be built or optimised for Google Ads campaigns, which content should be promoted, and where SEO effort should focus. The Web Content Manager implements the changes on WordPress. You track whether those changes improve conversion rates.                                |

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| <b>You → Multilingual Content Writer</b> | You define the editorial calendar — what articles, press releases, and newsletters are needed, for which audience, and in which languages. The Content Writer produces the text. You coordinate the multilingual dimension: which content should be adapted for different EU audiences to expand EVEC's European reach. |
| <b>You → UX / Web Strategist</b>         | You share Google Ads conversion data and analytics insights to inform UX improvements. The UX Strategist redesigns user flows and landing pages based on your performance data. Together you optimise the full funnel: from ad click to volunteer application.  |

### Ideal fields of study (in order of relevance):

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| <b>1. Primary</b>    | Marketing, Digital Marketing, Strategic Communication, Communication Sciences, Corporate Communication and PR               |
| <b>2. Strong</b>     | Business Administration with marketing concentration, Management Engineering with digital marketing focus                   |
| <b>3. Good</b>       | Media Studies, Digital Cultures and Communication, Economics with marketing electives                                       |
| <b>4. Acceptable</b> | European Studies, International Relations, Political Science — if the candidate has demonstrable marketing analytics skills |

\* Italian CUN codes for reference: L-20 (Communication Sciences), LM-59 (Corporate Communication), L-18 (Economics/Management), LM-77 (Management), LM-19 (Media Studies), L-40 (Digital Cultures). Equivalent programmes from any EU country are equally accepted.

### Required skills and competencies:

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| <b>Marketing strategy</b>    | Ability to translate organisational goals into marketing objectives with clear KPIs. Define target audiences, choose channels, allocate effort, and measure results. This is the core of the role.                                |
| <b>Google Ads management</b> | Keyword research, campaign structure, ad copy strategy, bid management, conversion tracking. EVEC's 10,000 USD/month Google Ads Grant is a live, high-budget environment — the Strategist owns this entirely.                     |
| <b>Analytics and data</b>    | Fluent in Google Analytics, Meta Insights, YouTube Studio, and Google Ads dashboards. Able to extract patterns, identify underperforming channels, and produce weekly performance summaries that drive decisions.                 |
| <b>Content strategy</b>      | Plan project-specific content calendars across six platforms and three ecosystems. Define what content types (video, carousel, article, ad) serve each stage of the funnel for each audience segment.                             |
| <b>Audience segmentation</b> | Map EVEC's audiences — prospective ESC volunteers (18–30, pan-European), VET educators (institutional), Erasmus+ project partners (professional), local youth (Athens-based) — and tailor channel and messaging strategy to each. |
| <b>SEO strategy</b>          | Develop and implement an organic search strategy across three WordPress sites using MathRank SEO Pro. Keyword mapping, content gap analysis, and on-page optimisation priorities.   |

### Desirable skills (not required, but valued):

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| <b>Email marketing</b>      | Mailchimp or Brevo — build subscriber lists by audience segment, design automation workflows for ESC recruitment and project open calls, A/B test subject lines and content.                 |
| <b>Campaign budgeting</b>   | Experience allocating resources across channels and measuring cost-per-result, even at student-project level. Directly applicable to EVEC's Google Ads Grant budget allocation.              |
| <b>Competitive analysis</b> | Benchmark EVEC's digital presence against comparable European NGOs. Identify best practices in Erasmus+ project communication and volunteer recruitment marketing.                           |
| <b>Brief writing</b>        | Write clear creative and content briefs that other team members can execute without ambiguity — specifying audience, objective, format, tone, and deadline.                                  |
| <b>AI tools</b>             | AI-assisted audience analysis, content performance prediction, trend identification, or automated reporting.   |
| <b>EU/NGO awareness</b>     | Understanding of Erasmus+ programme cycles, EU institutional communication norms, and how NGO marketing differs from commercial marketing (mission-driven, multi-stakeholder, grant-funded). |

### Personal qualities:

**Thinks in systems, not posts** — sees each piece of content as part of a larger marketing machine, not an isolated output. **Data-literate** — reads dashboards the way a journalist reads sources: critically, looking for the story. **Decisive** — can recommend stopping a campaign that isn't working, even if effort was invested. **Coordinator by instinct** — naturally organises work across people and timelines; comfortable giving direction to peers in a flat, collaborative team structure. **Curious about impact** — wants to understand not just marketing mechanics but how communication drives real outcomes for an NGO: volunteer recruitment, project visibility, institutional credibility. **Culturally aware** — comfortable working in a multicultural team in Athens with colleagues from different EU countries and professional backgrounds.

## 5. Key Tasks During the Traineeship

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| <b>Marketing audit and strategy</b>       | Conduct a full audit of EVEC's current marketing performance across all three ecosystems: traffic sources, engagement rates, conversion paths, audience demographics, content performance by type and platform. Produce a strategy document with clear goals, audience definitions, channel priorities, and a 3–6 month marketing roadmap aligned with EVEC's active Erasmus+ and ESC project timelines.  |
| <b>Google Ads Grant ownership</b>         | Take full ownership of EVEC's 10,000 USD/month Google Ads Grant across all three ecosystems. Structure campaigns by objective (volunteer recruitment, project awareness, article traffic). Conduct keyword research, write ad copy, define audience targeting, manage bids, monitor quality scores, track conversions, and produce weekly performance reports. Coordinate with the Web Content Manager to ensure landing pages are optimised for the keywords you are bidding on. |
| <b>Multi-project content calendar</b>     | Design a unified content calendar that maps all active Erasmus+ and ESC projects to specific content outputs across platforms. For each project, define: target audience, post frequency, platform allocation, content formats, key dates (open calls, deadlines, events, EU awareness days), and responsible team member. The Social Media Coordinator, Graphic Designer, and Content Writer execute from this calendar.   |
| <b>Analytics dashboards and reporting</b> | Build centralised dashboards combining data from Google Analytics (3 sites), Google Ads (3 campaigns), Meta Business Suite (6 accounts), YouTube Studio (3 channels), and LinkedIn Analytics (3 pages). Produce monthly strategy reports: what worked, what didn't, what to change next month. Present findings to the EVEC team and adjust the marketing roadmap based on data.  |
| <b>Audience development strategy</b>      | Define and refine audience personas for EVEC's four key segments: (1) prospective ESC volunteers (18–30, EU-wide), (2) VET educators and trainers, (3) Erasmus+ project partners and institutional stakeholders, (4) local Athens youth. For each persona, map the most effective channels, content types, and messaging angles. Brief the Content Writer and Social Media Coordinator accordingly.   |
| <b>SEO strategy implementation</b>        | Develop a keyword strategy for all three WordPress sites. Identify high-value keywords for each ecosystem, conduct content gap analysis, prioritise on-page optimisation tasks, and coordinate with the Web Content Manager to implement changes using MathRank SEO Pro. Track organic search performance monthly.  |
| <b>Email marketing system</b>             | Design and launch EVEC's email marketing infrastructure using Mailchimp or Brevo. Build segmented subscriber lists (volunteers, educators, partners, general audience). Create automated sequences for ESC recruitment and project open calls. Define newsletter frequency, content mix, and KPIs. Coordinate with the Content Writer for email copy.   |
| <b>Campaign coordination</b>              | For each major campaign (ESC volunteer recruitment, Erasmus+ open calls, microgreens awareness, event promotion), produce a campaign brief specifying: objective, audience, channels, timeline, budget (Google Ads allocation), content assets needed (brief to Graphic Designer), copy needed (brief to Content Writer), landing pages needed (brief to Web Content Manager), and success metrics. Coordinate execution across the team and report on results.                   |

## 6. Learning Outcomes

By the end of the traineeship, the Marketing Strategist will leave with a portfolio of **real strategic deliverables** — not mock assignments, but documents and systems that drove measurable results for a European NGO. These learning outcomes are specific to the strategic and coordinative nature of this role:

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| <b>(a) Marketing strategy document</b>             | Produce a complete, data-backed marketing strategy for EVEC — from initial audit to audience personas to channel prioritisation to a 3–6 month roadmap with KPIs. This is a portfolio-ready strategy document that demonstrates end-to-end strategic thinking.  |
| <b>(b) Google Ads campaign management</b>          | Independently manage a live Google Ads Grant worth 10,000 USD/month across three web properties. Build campaign structures, optimise bids, track conversions, and produce performance reports. Most marketing students never touch a budget this size during their studies — you will own it entirely.  |
| <b>(c) Multi-platform analytics competence</b>     | Build and maintain dashboards combining Google Analytics (3 sites), Google Ads (3 campaigns), Meta Business Suite (6 accounts), YouTube Studio (3 channels), and LinkedIn Analytics (3 pages). Translate raw data into strategic decisions. Translate raw data into strategic decisions — the difference between reporting and actual marketing intelligence.                     |
| <b>(d) Cross-functional team coordination</b>      | Coordinate marketing execution across a multicultural team of Erasmus+ trainees from different EU countries, each with a specialist role. Write briefs, run weekly coordination meetings, set priorities, resolve conflicting deadlines, and ensure that all outputs serve the agreed strategy. This is people coordination experience that most internships simply cannot offer. |
| <b>(e) Audience strategy for multiple segments</b> | Develop and validate audience personas for four distinct stakeholder groups (ESC volunteers, VET educators, institutional partners, local youth) and design tailored channel strategies for each. This multi-audience thinking is directly transferable to any B2B, B2C, or institutional marketing role.   |
| <b>(f) Content calendar and campaign planning</b>  | Design unified content calendars mapping multiple simultaneous projects to specific outputs across platforms. Produce campaign briefs specifying audience, channels, budget, creative assets, copy needs, and success metrics. — the operational backbone of any marketing team.  |
| <b>(g) SEO strategy implementation</b>             | Develop and implement an organic search strategy across three WordPress properties using MathRank SEO Pro — keyword mapping, content gap analysis, on-page optimisation, and monthly performance tracking.  |
| <b>(h) Email marketing system design</b>           | Design and launch a segmented email marketing system (Mailchimp or Brevo) with audience-specific subscriber lists, automated sequences for ESC recruitment, and A/B-tested newsletter templates.  |

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| <b>(i) EU project marketing knowledge</b> | Understand how marketing functions within the Erasmus+ and ESC framework: grant-funded communication with visibility requirements, multi-stakeholder audiences across EU member states, dissemination planning as a formal deliverable, and the specific communication norms of European programme management. |
| <b>(j) International teamwork</b>         | Work daily in a small, multicultural NGO team in Athens alongside colleagues from different EU countries and academic backgrounds. Navigate cultural differences in work styles, communication preferences, and professional expectations — a transferable competence valued by every international employer.  |

**Career positioning:** This traineeship positions you for roles in **marketing management, brand strategy, digital marketing consultancy, NGO communications leadership, or EU project coordination**. The strategic and coordinative nature of the role — combined with the scale of the Google Ads budget and the complexity of managing three web ecosystems for multiple EU projects simultaneously — is what distinguishes this from a typical social media or content internship. You will leave with proof that you can think strategically, lead a team, and deliver results.

## 7. ESC Development Pathway

EVEC Athens holds the ESC Quality Label and regularly hosts long-term European Solidarity Corps volunteers. Trainees who demonstrate strong engagement and mutual fit during their Erasmus+ placement may be offered a fully funded 12-month ESC volunteering position covering accommodation, living allowance, travel, insurance, and language support. This represents a potential pathway of up to 18 months with EVEC in Athens — transforming a short-term traineeship into a substantial career-building experience.

## 8. How to Apply

Interested students or their Erasmus offices should contact EVEC at [erasmus@evec.org.gr](mailto:erasmus@evec.org.gr) with:

1. CV highlighting relevant experience or coursework
2. Motivation letter (max 1 page) explaining interest and learning goals
3. Portfolio or links to relevant work (student projects welcome)
4. Confirmation of Erasmus+ traineeship grant eligibility from sending institution
5. Preferred dates and duration

EVEC responds within 10 working days with a Letter of Acceptance if suitable, after which the tripartite Learning Agreement is finalised.

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**Blagoj Ristov, Founder and Director — EVEC Athens**

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