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EVEC Athens — Erasmus+ Traineeship: Multilingual Content Writer

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

Organisation	European Voluntary and Educational Center Athens (EVEC Athens)
Legal form	Non-profit NGO registered in Greece
Sector	Non-formal education, youth mobility, VET cooperation, sustainability
Erasmus+ status	KA1 Youth Accreditation (active) · ESC Quality Label · KA220-VET project coordinator
PIC / OID	909448430 / E10172681
Core activity	Microgreens-based pedagogy integrating STEM, circular economy, entrepreneurship, and VET across multiple EU projects (KA151-YOU, KA210-YOU, KA220-VET)
Location	Athens, Greece (Group 2 — medium cost of living for Erasmus+ grant purposes)
Working languages	English (primary), Greek (beneficial but not required)
Supervision	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 **Multilingual Content Writer** — the person who gives EVEC a voice. EVEC runs Erasmus+ and ESC projects that involve partners, participants, and audiences across a dozen EU countries — but the organisation's written output is currently produced ad hoc, in English only, without a consistent editorial voice or multilingual strategy. The Content Writer will change this: producing the articles that fill microgreens.org.gr with pedagogical resources, the open calls that recruit ESC volunteers on volunteer.org.gr, the project descriptions that present EVEC's work on evec.org.gr, the newsletters that keep stakeholders engaged, and — critically — the bilingual and multilingual adaptations that extend EVEC's reach beyond English-speaking audiences to EU publics in the trainee's native language, Greek, and other European languages.

Web properties and their status:

evec.org.gr	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.
microgreens.org.gr	Thematic project website — 100+ articles on microgreens pedagogy, STEM, sustainability. WordPress/Blocksy Pro + MathRank SEO Pro. Full social media ecosystem established and functioning.
volunteer.org.gr	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):

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

Canva Pro	Canva for Nonprofits — premium templates, brand kits, content planner for graphics and marketing materials.
YouTube Studio	YouTube for Nonprofits — custom thumbnails, end screens, cards, community posts.
Meta Business Suite	Centralised management of all Facebook and Instagram accounts — scheduling, inbox, insights, advertising.

3. Position: Multilingual Content Writer

Position title	Multilingual Content Writer
Area / department	Content Production and Editorial Communications
No. of positions	1–2 per intake period
Duration	3–6 months (minimum 2 months; 4–5 months preferred)
Weekly hours	30–35 hours per week
Format	On-site in Athens, Greece (hybrid possible for specific tasks)
Start approximately	Immediately — trainees can start as soon as the Learning Agreement is signed. Flexible alignment with sending institution call calendar.
Erasmus+ grant	Students receive approx. 500–550 EUR/month from their sending institution (Greece = Group 2).
Study level	BA or MA (Bachelor's or Master's degree)
Linguistic skills	English: C1 minimum (primary writing language) · Trainee's native language: B2+ (used for content adaptation) · Greek: welcome but not required
IT skills	WordPress, Google Workspace, Mailchimp / Brevo, Grammarly / DeepL, Canva Pro, Google Analytics
Facilities provided	Professional workspace at EVEC Athens, full orientation to the city, dedicated supervisor, integration into multicultural project team, support with accommodation search
Application deadline	Rolling — applications accepted year-round. Early contact recommended to align with sending institution call deadlines.
Contact	erasmus@evec.org.gr

4. Candidate Profile — Who We Are Looking For

This is the **voice role** in EVEC's communication team. While the Marketing Strategist decides what message to send and the Graphic Designer decides how it looks, you decide how it reads. Every word that EVEC publishes — on its websites, in social media captions, in email newsletters, in project reports, in press releases — passes through you. When a 22-year-old student reads an ESC open call on volunteer.org.gr and decides to apply, it is because your words convinced them that Athens is where they should spend the next 12 months. When a VET educator discovers a microgreens STEM article and shares it with their department, it is because your article was clear, useful, and findable. When an Erasmus+ National Agency evaluator reads EVEC's project results summary and rates the dissemination as 'excellent,' it is because your writing presented the outcomes compellingly.

The ideal candidate is enrolled in Journalism, European Studies, Modern Languages, Communication Sciences, Translation Studies, or a related programme and writes fluently in English plus at least one other EU language — any European language is valuable because it allows EVEC to reach new audiences across the continent. You don't need to be a designer — EVEC has a Graphic Designer for visuals. You don't need to manage WordPress technically — EVEC has a Web Content Manager who formats and publishes your drafts. What you need is the ability to write clear, engaging, audience-adapted prose in multiple languages under deadline pressure, and the editorial discipline to maintain a consistent voice across hundreds of pieces of content. A writing portfolio is essential — published articles, blog posts, university assignments, or personal writing projects all count.

Your role in a multicultural team — how the Multilingual Content Writer 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 Multilingual Content Writer, you are the **words behind everything** — every campaign the Marketing Strategist launches needs copy, every page the Web Content Manager publishes needs text, every social media post the Coordinator shares needs a caption, and every visual the Graphic Designer creates needs a headline. Your multilingual capability is a strategic asset that no other team member provides: you are the person who makes EVEC's content accessible beyond English. Here is how your role intersects with each team member:

You → Marketing Strategist	The Marketing Strategist sets the editorial calendar: what articles, open calls, and newsletters are needed, for which audience, by which date. You write the content. When the Strategist launches a campaign to recruit ESC volunteers, you write the open call in English and adapt it for audiences in your native language — not just translating, but adjusting tone, cultural references, and the information hierarchy to match how students in the target country search for opportunities. You also write Google Ads copy and email sequences that the Strategist uses in campaigns.
You → Web Content Manager	You produce the text; the Web Content Manager publishes it. You deliver article drafts in Google Docs with a consistent structure: headline, subheadings, body text, suggested featured image, internal link targets, and a meta description. The Web Content Manager formats it in WordPress, adds the visual elements, and publishes it on schedule. Together you maintain microgreens.org.gr's 100+ article library and produce 2–4 new articles per week across the three ecosystems. You are responsible for the quality of the words; they are responsible for the quality of the page.
You → Graphic Designer	Your articles and project descriptions need visual companions: featured images, infographics, quote cards, and newsletter headers. You brief the Graphic Designer on what visuals are needed for each piece of content — specifying the key message, tone (youth-friendly vs. institutional), and any data or quotes that should appear in the graphic. When the Designer produces templates for recurring content types (open calls, event announcements), you provide the copy frameworks that go inside them.
You → Social Media Coordinator	The Social Media Coordinator publishes 3–5 posts per week per ecosystem. You write the captions, thread text, and community response templates they use. For each platform, you adapt the writing style: Instagram captions are concise with strategic hashtags, LinkedIn posts are professional with tagged partners, Facebook updates are conversational, and YouTube descriptions are keyword-optimised. When the Coordinator needs multilingual captions for a campaign, you produce them.
You → UX / Web Strategist	The UX Strategist analyses how users read and engage with content on EVEC's websites. They provide data-driven feedback on your writing: which articles have the highest read-through rates, where users stop scrolling, what heading structures improve scannability, and how long articles should be for different audience segments. You use these insights to refine your writing approach — adapting article length, heading frequency, and CTA placement based on real user behaviour data.

Ideal fields of study (in order of relevance):

1. Primary	Journalism and New Media, European Studies, Modern Languages and Communication
2. Strong	Communication Sciences, Political Science with communication focus, Translation Studies
3. Good	International Relations, Cultural Studies, Digital Humanities, Literature with digital publishing focus
4. Acceptable	Any humanities or social science — if the candidate has demonstrable writing skills in English plus another EU language and a portfolio of written work

* Italian CUN codes for reference: LM-19 (Media Studies), L-20 (Communication Sciences), LM-37 (Languages), L-11 (Modern Languages), LM-94 (Translation). Equivalent programmes from any EU country are equally accepted.

Required skills and competencies:

English writing (C1+)	Professional-quality English prose for multiple formats: 1,500-word blog articles on microgreens pedagogy and STEM for microgreens.org.gr, 250-word open calls for ESC volunteer recruitment on volunteer.org.gr, 100-word project summaries for evec.org.gr, 50-word social media captions, and formal Erasmus+ project descriptions for EU platforms. Adapts register from youth-friendly to institutional without losing clarity.
Multilingual writing	Produce or adapt content in at least one additional EU language. Not machine translation with edits — culturally adapted writing that reads naturally in the target language. An ESC open call in the trainee's native language should feel like it was written for a local audience, with references and tone that resonate locally. Greek content extends EVEC's reach to its domestic audience. Other EU languages expand EVEC's European footprint further.
Storytelling and feature writing	Turn EVEC's activities into compelling narratives. Interview an ESC volunteer and write their story so that the next reader thinks 'I want to do that too.' Describe a microgreens workshop so that a VET educator thinks 'I could use this in my classroom.' Summarise an Erasmus+ project's results so that a National Agency evaluator thinks 'this delivered real impact.'
Erasmus+ and EU writing	Write within the conventions of EU-funded communication: formal project descriptions for the Erasmus+ Project Results Platform, open calls that comply with programme terminology, dissemination reports that satisfy evaluator expectations, and institutional correspondence with National Agencies and partner organisations. Know when to use 'non-formal education' vs. 'informal learning,' 'intellectual output' vs. 'project result,' and when jargon is required vs. when it obscures.
Newsletter and email writing	Write email content that gets opened and read: compelling subject lines, scannable body text, clear CTAs, and audience-adapted tone. EVEC's email audiences include prospective volunteers (young, motivational tone), VET educators (professional, resource-focused), and institutional partners (formal, outcome-focused). You write differently for each.
Editorial consistency	Maintain a consistent voice and quality standard across hundreds of content pieces produced over months. When someone reads three different articles on microgreens.org.gr, they should feel they were written by the same organisation — same tone, same formatting conventions, same quality level. This requires discipline, not just talent.

Desirable skills (not required, but valued):

WordPress publishing	Format and publish your own articles directly in WordPress: headings, featured images, categories, tags, and meta descriptions. Not required — the Web Content Manager handles this — but valuable for quick publishing.
SEO writing	Write with keywords in mind: place target keywords in headlines, first paragraphs, and subheadings naturally. Structure articles so they answer the questions people actually search for. The Marketing Strategist provides keyword priorities; you implement them in your writing.
Interviewing	Conduct interviews with ESC volunteers, Erasmus+ participants, project partners, and EVEC staff. Extract quotes, anecdotes, and details that bring stories to life. A strong interview produces a strong article — and EVEC has dozens of potential interview subjects.
Social media copywriting	Write platform-specific copy: Instagram captions with hashtag strategy, LinkedIn posts that tag partners, Facebook updates that invite engagement, YouTube descriptions optimised for search. Speed matters — social copy often needs to be turned around in hours.
Press and institutional writing	Draft press releases for media, partnership proposals for potential Erasmus+ collaborators, and institutional communications for National Agencies. Formal writing that positions EVEC as a credible, professional organisation in the European education ecosystem.
AI-assisted writing tools	Comfort using AI tools for research acceleration, draft structuring, translation quality checking, and multilingual consistency verification. AI supports the writer — it does not replace editorial judgement, cultural adaptation, or voice.

Personal qualities:

Words matter to you — you rewrite a sentence three times because the first version was correct but the third version is clear. The difference between good and excellent writing is revision, and you revise instinctively. **Multilingual identity** — you don't just speak another language; you think in it. Adapting content for an audience in your native language is not a translation task for you — it is a writing task. **Deadline-disciplined** — 2–4 articles per week across three ecosystems means you deliver clean copy on schedule, every week, without reminders. **Audience-aware** — you instinctively adjust your writing when the reader changes: a 20-year-old considering ESC volunteering needs a different text than a university professor evaluating EVEC for a KA220-VET partnership. **Culturally fluent** — comfortable working in a multicultural team in Athens with colleagues from different EU countries, and able to write for audiences across European cultures without defaulting to a single cultural lens.

5. Key Tasks During the Traineeship

Article production (2–4/week)	Research, write, and deliver 2–4 articles per week across the three ecosystems. For microgreens.org.gr: pedagogical articles on microgreens in STEM education, sustainability, and circular economy — written for VET educators and teachers. For evec.org.gr: project updates, event reports, partner spotlights, and organisational news. For volunteer.org.gr: ESC volunteer stories, life-in-Athens features, and programme information pages. Deliver drafts to the Web Content Manager for WordPress formatting and publication, with suggested featured images briefed to the Graphic Designer.
ESC recruitment content	Write the content that recruits ESC volunteers: open call announcements, programme information pages, FAQ sections, volunteer testimonials, and 'life in Athens' features. This is conversion-critical writing — every sentence either moves a young European closer to applying or gives them a reason to leave. The Marketing Strategist drives traffic to these pages through Google Ads; your words are what makes visitors stay and submit applications.
Multilingual content production	Adapt key content into the trainee's native language, Greek, or other EU languages. Priority targets: ESC open calls in the trainee's native language (EVEC's EU recruitment markets), project summaries in Greek (domestic audience and local stakeholders), and social media captions in multiple languages for campaigns with pan-European reach. Coordinate with the Marketing Strategist on which content justifies multilingual investment based on audience data.
Erasmus+ project communication	Write formal Erasmus+ deliverables: project descriptions for the Erasmus+ Project Results Platform, dissemination reports for National Agencies, open call texts that comply with programme terminology, and partner communication. These are grant-required outputs with specific format and terminology expectations. Coordinate with EVEC's Director on accuracy of project data and outcomes.
Newsletter production	Write and coordinate monthly newsletters using Mailchimp or Brevo. Curate content from across the three ecosystems, write audience-specific versions (volunteer newsletter vs. educator newsletter vs. partner update), craft subject lines that achieve >25% open rates, and include clear CTAs. Coordinate with the Marketing Strategist on subscriber segmentation and with the Graphic Designer on newsletter visual templates.
Social media copy	Write captions and text for 3–5 posts per week per ecosystem, adapted for each platform. Instagram: concise, hashtag-strategic, emoji-appropriate. LinkedIn: professional, partner-tagging, insight-led. Facebook: conversational, engagement-inviting. YouTube: keyword-optimised descriptions. TikTok: trend-aware, youth-voiced. Deliver copy to the Social Media Coordinator in a shared content calendar aligned with the Marketing Strategist's campaign plan.
Interviewing and storytelling	Conduct interviews with current and past ESC volunteers, Erasmus+ project participants, partner organisation representatives, and EVEC staff. Produce feature articles, case studies, and testimonial content. Target: at least one feature interview per month. A strong volunteer story on volunteer.org.gr is EVEC's single most powerful recruitment tool — more effective than any ad campaign.

Editorial style guide and handover	Develop and maintain EVEC's editorial style guide: tone of voice definitions for each audience segment, terminology conventions (Erasmus+ vocabulary, microgreens terminology), formatting standards, and multilingual guidelines. This ensures consistency after you leave. This document ensures editorial consistency survives your departure.
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6. Learning Outcomes

By the end of the traineeship, the Multilingual Content Writer will leave with a portfolio of **published writing** — not university essays, but real articles, open calls, newsletters, and project deliverables that European audiences have read, that ESC volunteers applied through, and that Erasmus+ evaluators assessed. These learning outcomes are specific to the editorial and multilingual nature of this role:

(a) Published article portfolio	Write and publish 30–60+ articles across three web properties during a 4–5 month traineeship. This is a volume of published, bylined, publicly accessible writing that most journalism or communication students do not achieve before graduation. Every article has a URL you can share with future employers.
(b) Multilingual content production	Produce professionally adapted content in English plus at least one additional EU language for real European audiences. Having “wrote bilingual content for an Erasmus+ NGO reaching audiences across Europe” on your CV demonstrates a skill that employers in EU institutions, international organisations, and multilingual companies actively seek.
(c) ESC recruitment writing	Write the open calls, programme descriptions, and volunteer stories that directly recruit ESC volunteers. You can measure your impact: how many applications came through pages you wrote, what conversion rates your landing page copy achieved. This is copywriting with measurable outcomes — proof that your words drive action.
(d) Erasmus+ project communication	Write formal project deliverables reviewed by EU evaluators: project descriptions, dissemination reports, and result summaries for the Erasmus+ Project Results Platform. Understanding how to write within EU institutional frameworks is directly transferable to careers in EU agencies, international NGOs, and consultancies.
(e) Newsletter and email marketing writing	Write audience-segmented newsletters with measurable performance: open rates, click-through rates, and conversion metrics. Email writing is among the highest-ROI content skills in marketing.
(f) Editorial style guide creation	Produce a complete editorial style guide for a real organisation: tone of voice, terminology, formatting standards, and multilingual guidelines. Creating the system that ensures consistency after you leave is a senior editorial competency.
(g) Cross-functional content collaboration	Work as the writer in a multicultural team: receive editorial direction from the Marketing Strategist, brief the Graphic Designer on visual companions, deliver drafts to the Web Content Manager for publishing, write copy for the Social Media Coordinator. Managing five working relationships with different priorities, deadlines, and cultural communication styles is real editorial operations experience.
(h) Interview and feature writing	Conduct interviews and produce feature articles about real people: ESC volunteers sharing their Athens experience, project participants describing learning outcomes, and partner organisations explaining their Erasmus+ cooperation. Published feature writing with named sources is a portfolio asset valued by media, PR, and communications employers.
(i) EU editorial knowledge	Understand Erasmus+ and ESC terminology, visibility requirements, and the editorial conventions of EU-funded communication. Know when to use programme jargon and when to translate it for general audiences. This institutional literacy is a career asset for anyone working in European policy, education, or international cooperation.
(j) International teamwork	Work daily in a small, multicultural NGO team in Athens alongside colleagues from different EU countries and academic backgrounds. Navigate cultural differences in communication styles, editorial preferences, and writing conventions across languages. Your multilingual role makes you the team's natural cultural bridge — a transferable competence valued by every international employer.

Career positioning: This traineeship positions you for roles in **EU institutional communication, journalism, NGO communications, international PR, content strategy, editorial management, or multilingual content production**. The combination of high-volume published writing, multilingual production, EU project communication, and cross-functional editorial coordination in a multicultural team is what distinguishes this from a typical writing internship. You will leave with a portfolio of 30–60+ published pieces, an editorial style guide you created, and proof that your words recruited volunteers, engaged educators, and satisfied EU evaluators.

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 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.

Blagoj Ristov, Founder and Director — EVEC Athens

erasmus@evec.org.gr · www.evec.org.gr · PIC: 909448430 · OID: E10172681