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## EVEC Athens — Erasmus+ Traineeship: UX / Web 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

<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 **UX / Web Strategist** — the person who looks at EVEC's three websites not from the organisation's perspective, but from the visitor's perspective. A prospective ESC volunteer lands on volunteer.org.gr — can they find the application page in under 10 seconds? A VET educator searches for microgreens pedagogy resources on microgreens.org.gr — does the site structure help them discover relevant articles, or bury them three clicks deep? A Google Ads click brings someone to evec.org.gr — does the landing page convert, or does the visitor leave within 5 seconds? The UX Strategist answers these questions with research, data, and design — then works with the Web Content Manager to implement improvements within WordPress.

#### Web properties and their status:

<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):

<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.
<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: UX / Web Strategist

<b>Position title</b>	UX / Web Strategist
<b>Area / department</b>	UX Research and Web Strategy
<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>	Figma, Google Analytics, Hotjar, Lighthouse / PageSpeed Insights, WordPress (Blocksy Pro), basic HTML/CSS
<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 **user advocate role** in EVEC's communication team. While the Marketing Strategist thinks about what message to send and the Graphic Designer thinks about how it looks, you think about what happens when someone actually uses the website. Where do they click? Where do they get lost? Where do they give up and leave? Your job is to find those friction points, design solutions, and prove — with data — that the solutions work. EVEC's three web properties serve fundamentally different user groups: prospective ESC volunteers (18–30, looking for a life-changing opportunity), VET educators (researching microgreens pedagogy for their classrooms), and institutional partners (evaluating EVEC's credibility for Erasmus+ cooperation). Each group has different goals, expectations, and tolerance for friction. You will map these journeys, identify breakdowns, and redesign the experience — one evidence-based improvement at a time.

The ideal candidate is enrolled in Interaction Design, HCI, Digital Experience Design, Communication Design, or a UX-focused programme and thinks naturally in terms of user flows, not page layouts. You don't need to be a visual designer — EVEC has a Graphic Designer for that. You don't need to be a developer — EVEC has a Web Content Manager who implements changes in WordPress. What you need is the ability to **observe how people use a website, identify what's broken, propose a fix, and measure whether it worked**. Prior professional experience is not expected; what matters is a portfolio that shows user-centred thinking — even from student projects.

#### Your role in a multicultural team — how the UX / Web 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 UX / Web Strategist, you are the user's representative in every conversation about the websites. When the Marketing Strategist proposes a new landing page, you evaluate whether the proposed structure will actually convert. When the Graphic Designer presents a new page layout, you assess whether it supports the user's task or creates visual noise. Your authority comes from data and research, not opinion — and your recommendations are implemented by the Web Content Manager. Here is how your role intersects with each team member:

#### You → Marketing Strategist

The Marketing Strategist sends traffic to EVEC's websites through Google Ads, social media, and SEO. You are the person who ensures that traffic converts. You analyse Google Ads landing page performance data together: which pages have high bounce rates, which CTAs get clicked, which forms get abandoned. You redesign the pages that underperform — the Strategist adjusts the campaigns that underdeliver. Together you own the full funnel from ad impression to completed action.

<b>You → Web Content Manager</b>	You produce the blueprints; the Web Content Manager builds them. Your UX audit identifies that the volunteer.org.gr application page has a 70% drop-off rate — you create a wireframe with a simplified layout. The Web Content Manager implements it in WordPress/Blocksy Pro. You test the new version and measure whether the drop-off rate improves. This design-implementation loop is your core working rhythm.
<b>You → Graphic Designer</b>	The Graphic Designer creates visual assets, templates, and brand elements. You provide the UX constraints they need to work within: which elements must be above the fold, how much text fits before users stop reading, where the primary CTA must sit for mobile users. Your feedback is based on usability principles and analytics data, not personal aesthetic preference. When the Designer proposes a new page visual, you evaluate whether it supports or hinders the user's task.
<b>You → Social Media Coordinator</b>	The Social Media Coordinator drives traffic from social platforms to the websites. You analyse what happens after the click: do users from Instagram behave differently than users from LinkedIn? Do mobile social media referrals convert at the same rate as desktop? You provide insights that help the Social Media Coordinator choose which landing pages to link to.
<b>You → Multilingual Content Writer</b>	The Multilingual Content Writer produces articles and pages. You advise on content structure from a UX perspective: how long should articles be before engagement drops, where should internal links sit for maximum click-through, what heading structure helps users scan effectively. When the Writer creates content for different audience segments (volunteers vs. educators vs. partners), you ensure that each segment's landing experience is tailored to their specific goals and reading behaviour.

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

<b>1. Primary</b>	Interaction Design, Human-Computer Interaction (HCI), Digital Experience Design, UX Design
<b>2. Strong</b>	Communication Design, Information Architecture, Service Design
<b>3. Good</b>	Web Design, Digital Communication, Computer Science with UX focus
<b>4. Acceptable</b>	Graphic Design, Communication Sciences, Psychology — if the candidate has demonstrable UX research or web analytics skills

\* Italian CUN codes for reference: LM-55 (HCI), LM-12 (Design), L-4 (Communication Design), LM-92 (Communication), LM-51 (Psychology). Equivalent programmes from any EU country are equally accepted.

### Required skills and competencies:

<b>UX research methods</b>	Conduct lightweight usability tests with real users: task-based walkthroughs of EVEC's three websites, think-aloud sessions, card sorting for navigation redesign, and first-click testing for key landing pages. Synthesise findings into prioritised, actionable recommendations.
<b>User journey mapping</b>	Map the complete journey for each of EVEC's three core user groups: (1) an 18–30-year-old discovering ESC volunteering on volunteer.org.gr and completing an application, (2) a VET educator searching for microgreens STEM resources on microgreens.org.gr, (3) an Erasmus+ institutional partner evaluating EVEC's credibility on evect.org.gr. Identify the moment each journey breaks down.
<b>Information architecture</b>	Evaluate and redesign the navigation, content hierarchy, and page structure of all three sites. EVEC's microgreens.org.gr alone has 100+ articles — can users find relevant content by topic, audience, or project? Your job is to make the answer yes within three clicks.
<b>Wireframing and prototyping</b>	Produce low- and medium-fidelity wireframes in Figma for page redesigns, new landing pages, and improved conversion flows. Your wireframes are the specification that the Web Content Manager implements in WordPress — they must be clear, annotated, and implementable without ambiguity.
<b>Analytics-driven decisions</b>	Use Google Analytics to identify high-exit pages, user flow bottlenecks, and low-converting paths. Use Hotjar or similar for heatmaps and session recordings on key pages. Translate data patterns into design hypotheses, test them through A/B tests or iterative redesigns, and measure the result.
<b>Accessibility audits</b>	Evaluate all three sites against WCAG 2.1: heading hierarchy, colour contrast, alt text coverage, keyboard navigation, screen reader compatibility, and mobile usability. Produce an accessibility scorecard and coordinate improvements with the Web Content Manager.

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

<b>Figma advanced</b>	High-fidelity prototyping, interactive click-throughs, component libraries, and design system documentation. Useful for presenting redesign proposals to the EVEC team before implementation.
<b>Conversion rate optimisation</b>	Experience optimising landing pages, forms, and CTAs for conversion — directly applicable to EVEC's Google Ads Grant campaigns where landing page quality affects ad performance and budget.
<b>Lighthouse / PageSpeed</b>	Performance auditing and Core Web Vitals optimisation from a UX perspective: how load time, layout shift, and interactivity delay affect user experience and conversion rates.
<b>WordPress implementation</b>	Comfort making design changes directly within WordPress/Blocksy Pro. Not required — the Web Content Manager handles implementation — but valuable for prototyping quick tests.
<b>Design systems</b>	Experience building or maintaining component libraries, spacing scales, and reusable patterns. Relevant for creating a UX design system that ensures consistency across three web properties.
<b>Behavioural psychology</b>	Understanding of cognitive biases, decision architecture, and persuasion patterns that affect how users interact with NGO websites — especially in volunteer recruitment and donation contexts.

## Personal qualities:

**Sees through the user's eyes** — your instinct is to ask ‘what is the visitor trying to do?’ before ‘what does the organisation want to say?’ Every design recommendation starts with user need. **Evidence over opinion** — you don't say ‘I think the menu is confusing’; you say ‘43% of users clicked the wrong menu item in the first-click test.’ Data is how you earn credibility in the team. **Patient with iteration** — UX improvement is incremental; you are comfortable proposing small changes, measuring results, and iterating. **Clear communicator** — can explain UX findings to non-designers (the Marketing Strategist, the Director) without jargon: ‘users can't find the application button’ beats ‘the IA has a discoverability deficit.’ **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

<b>Three-site UX audit</b>	Conduct a comprehensive UX audit of evec.org.gr, microgreens.org.gr, and volunteer.org.gr. For each site, evaluate: navigation clarity, content findability, mobile responsiveness, page load performance, accessibility compliance, and conversion path effectiveness. Produce a prioritised audit report with specific recommendations ranked by impact and implementation effort. This document becomes the roadmap for all UX improvements during your traineeship.
<b>Volunteer application flow redesign</b>	The highest-priority conversion flow: a young European discovers ESC volunteering on volunteer.org.gr and completes the application. Map the current journey from landing page to submitted application. Identify every friction point (confusing navigation, unclear eligibility, too many steps, poor mobile experience). Design a simplified flow in Figma. Coordinate with the Web Content Manager to implement it in WordPress. Measure conversion rate improvement. Measure conversion rate improvement.
<b>Microgreens content discovery</b>	microgreens.org.gr has 100+ articles but no structured content discovery system. Design an information architecture that lets VET educators find resources by topic (STEM, sustainability, entrepreneurship), level (primary, secondary, VET), and project. Create category and tag taxonomies, navigation redesigns, and a related-content linking strategy.
<b>Google Ads landing page optimisation</b>	Work with the Marketing Strategist to optimise landing pages for EVEC's 10,000 USD/month Google Ads Grant. Analyse bounce rates, time on page, and conversion rates for each ad group's landing page. Redesign underperforming pages: clearer headlines, stronger CTAs, reduced cognitive load, faster load times. Hand the implementation spec to the Web Content Manager. A/B test new versions and report conversion rate changes to the Strategist.
<b>Accessibility implementation</b>	Audit all three sites against WCAG 2.1 and produce a scored accessibility report. Coordinate with the Web Content Manager to implement fixes: correcting heading hierarchies, adding missing alt text, improving colour contrast, ensuring keyboard navigation works, and testing with screen readers. Target: zero critical accessibility violations across all three properties.
<b>Analytics and heatmap analysis</b>	Set up Hotjar on all three sites (or analyse existing data). Identify pages with highest exit rates, elements users click but shouldn't (dead clicks), content users scroll past without reading, and forms users start but don't finish. Produce a monthly UX insights report that feeds into both your own redesign priorities and the Marketing Strategist's campaign adjustments.
<b>Wireframing and prototyping</b>	For every recommended redesign, produce annotated wireframes in Figma: page layouts, content blocks, CTA placement, mobile breakpoints, and navigation changes. These wireframes are the specification the Web Content Manager uses to implement changes in WordPress/Blocksy Pro. Maintain a Figma project file that documents all proposed and implemented changes across the three ecosystems.
<b>UX documentation and handover</b>	Create a comprehensive UX knowledge base for EVEC: user personas for each audience segment, journey maps for each key flow, design principles specific to NGO/Erasmus+ web communication, an accessibility checklist, and a library of wireframe patterns for common page types. This documentation ensures that future trainees and team members can continue UX work without starting from zero.

## 6. Learning Outcomes

By the end of the traineeship, the UX / Web Strategist will leave with a portfolio of **real UX research and design deliverables** — not hypothetical case studies, but work that improved the experience for real users on live websites. These learning outcomes are specific to the research-driven and evidence-based nature of this role:

<b>(a) Multi-site UX audit</b>	Produce a professional UX audit covering three live web properties: navigation analysis, content findability assessment, mobile responsiveness testing, performance benchmarking, and accessibility scoring. A portfolio-ready audit document that demonstrates structured analytical thinking to any future employer or design studio.
<b>(b) Conversion flow redesign</b>	Redesign a real conversion flow (volunteer application on volunteer.org.gr) with measurable before-and-after results. Having “redesigned an ESC volunteer application flow and improved conversion by X%” on your CV on your CV is concrete proof of UX impact — not a student exercise.
<b>(c) Information architecture for 100+ pages</b>	Design a content discovery system for microgreens.org.gr's 100+ article library: taxonomies, navigation structures, and related-content strategies. IA at this scale is rare in student projects and demonstrates your ability to organise complex content ecosystems.

<b>(d) Landing page optimisation</b>	Optimise landing pages for real ad spend that receive real traffic from a live 10,000 USD/month Google Ads Grant. Measure bounce rate, conversion rate, and time-on-page improvements. Most UX students never work with live paid traffic — you will own the post-click experience for a significant ad budget.
<b>(e) Accessibility at scale</b>	Audit and improve WCAG 2.1 compliance across three web properties. Produce an accessibility scorecard and coordinate a remediation plan. Accessibility expertise is increasingly required for EU-funded digital properties and is a growing specialisation in the UX job market.
<b>(f) Analytics-to-design workflow</b>	Build a repeatable workflow: identify UX issues through Google Analytics and Hotjar data, formulate design hypotheses, prototype solutions in Figma, implement via the Web Content Manager, and measure results. This evidence-based cycle is the professional standard for UX practice.
<b>(g) Cross-functional collaboration</b>	Work as the user advocate in a multicultural team: translate UX findings into briefs for the Web Content Manager, negotiate design constraints with the Graphic Designer, align conversion goals with the Marketing Strategist. Managing these interdependencies across cultural and disciplinary boundaries is senior-level UX coordination.
<b>(h) Figma wireframe portfolio</b>	Build a complete Figma project documenting all proposed and implemented redesigns across three ecosystems: annotated wireframes, before/after comparisons, and design rationale. This becomes an immediately presentable portfolio piece for job applications.
<b>(i) UX documentation for an NGO</b>	Produce user personas, journey maps, design principles, accessibility checklists, and wireframe pattern libraries specific to Erasmus+ and ESC web communication. UX documentation for a real organisation is a deliverable that demonstrates both design thinking and professional writing.
<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 design preferences, communication styles, and problem-solving approaches — a transferable competence valued by every international employer and design agency.

**Career positioning:** This traineeship positions you for roles in **UX design, UX research, product design, conversion rate optimisation, digital accessibility consulting, or web strategy**. The research-driven nature of the role — combined with working on three live web properties, optimising for real Google Ads traffic, and collaborating across disciplines in a multicultural team — is what distinguishes this from a hypothetical university UX project. You will leave with proof that you can research, design, implement, and measure UX improvements on live products with real users.

## 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@evvec.org.gr](mailto:erasmus@evvec.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@evvec.org.gr · www.evvec.org.gr · PIC: 909448430 · OID: E10172681