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EVEC Athens — Erasmus+ Traineeship: Web Content Manager

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 **Web Content Manager** — the person who keeps all three websites running, updated, and performing. While the Marketing Strategist decides what content should be published and the Multilingual Content Writer produces the text, the Web Content Manager is the person who actually puts it online: formatting articles in WordPress, optimising images, configuring SEO metadata, monitoring site speed, managing plugins, and ensuring that every page across evec.org.gr, microgreens.org.gr, and volunteer.org.gr meets professional publishing standards. This is the technical backbone of EVEC's digital presence — without it, nothing reaches the audience.

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: Web Content Manager

Position title	Web Content Manager
Area / department	Web Management and Content Operations
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	VET Diploma (EQF 5), BA, or MA
Linguistic skills	English: B1 minimum (working language) · Greek: not required · Other EU languages: welcome
IT skills	WordPress (Blocksy Pro, Gutenberg), basic HTML/CSS, Hostinger cPanel, MathRank SEO Pro, Google Analytics, Google PageSpeed Insights
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 **hands-on technical role** in EVEC's communication team. While the Marketing Strategist plans campaigns and the Content Writer drafts articles, you are the person who makes everything visible to the world. When a new Erasmus+ open call needs to go live, you build the page. When 100+ microgreens articles need consistent formatting and SEO metadata, you are the one who ensures every heading, internal link, featured image, and meta description is correct. When a plugin update breaks a layout at 9am, you fix it before the team notices. You are the gatekeeper between raw content and published content — nothing goes live on any of EVEC's three websites without passing through your quality standards.

The ideal candidate is enrolled in Web Design, Multimedia, Digital Communication, IT, or a similar programme and feels at home inside a WordPress dashboard. You don't need to be a full-stack developer — EVEC doesn't need custom code. What you need is the discipline to maintain three professional websites simultaneously: consistent formatting across hundreds of pages, organised media libraries with thousands of images, SEO metadata on every article, plugin configurations that don't conflict, and hosting settings that keep load times under 3 seconds. This is operational excellence, not creative work — and it is the foundation that makes every other team member's output effective. Prior professional experience is not expected; what matters is comfort with CMS tools, attention to detail, and the patience to do things right.

Your role in a multicultural team — how the Web Content Manager 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 Web Content Manager, you are the publishing infrastructure — every other team member's work passes through you before it reaches the audience. You receive content from the Content Writer, visual assets from the Graphic Designer, SEO priorities from the Marketing Strategist, and UX improvement requests from the UX Strategist — and you implement all of it within WordPress. Here is how your role intersects with each team member:

You → Marketing Strategist	The Marketing Strategist defines which landing pages need to be built or optimised for Google Ads campaigns, which content should be promoted on the homepage, and which SEO priorities to implement. You build and publish those pages on WordPress, configure the SEO metadata using MathRank SEO Pro, and report back on technical metrics: page speed, crawl errors, indexing status. Together you ensure that the SEO strategy translates into actual on-site implementation.
You → Multilingual Content Writer	The Content Writer delivers articles, project descriptions, and open calls as text drafts. You are the person who transforms those drafts into published WordPress pages: formatting headings, adding featured images, inserting internal links, configuring categories and tags, writing meta descriptions, and scheduling publication. You are the quality gate — checking formatting consistency, broken links, and mobile rendering before anything goes live.

You → Graphic Designer	The Graphic Designer produces visual assets: social media graphics, infographics, featured images, and page illustrations. You integrate these into WordPress — uploading to the media library with proper file naming, compression, alt text, and responsive sizing. You also implement the Graphic Designer's visual identity updates on the websites.
You → Social Media Coordinator	The Social Media Coordinator links to website content from social media posts. You ensure that every linked page has correct Open Graph metadata (title, description, image) so that social shares display properly. When the Social Media Coordinator needs a new blog post live by a specific time, you manage the publishing schedule to meet those deadlines.
You → UX / Web Strategist	The UX Strategist conducts audits and produces wireframes for site improvements — better navigation, clearer page structures, improved accessibility. You are the person who implements those changes within WordPress/Blocksy Pro: restructuring menus, reorganising page hierarchies, adding breadcrumbs, fixing heading levels, improving mobile layouts. You are the bridge between a UX recommendation and a live website change.

Ideal fields of study (in order of relevance):

1. Primary	Web Design, Multimedia Production, Digital Communication (VET or university level)
2. Strong	Computer Science, Information Technology, Digital Media
3. Good	Communication Design, Graphic Design with web focus
4. Acceptable	Communication Sciences, Media Studies — if the candidate has demonstrable WordPress and web management skills

* Italian CUN codes for reference: L-31 (Computer Science), L-20 (Communication Sciences), L-4 (Communication Design), LM-12 (Design). Equivalent programmes from any EU country are equally accepted.

Required skills and competencies:

WordPress CMS	Confident navigation of the WordPress dashboard — creating pages, editing posts, managing custom post types, configuring menus, and using the Gutenberg block editor. EVEC uses Blocksy Pro on all three sites; experience with Blocksy, Elementor, or any premium WordPress theme builder is a strong plus.
Content formatting and publishing	Transform raw text drafts into properly formatted WordPress articles: correct heading hierarchy (H2–H4), featured images, internal links to related content, category and tag assignment, excerpt writing, and publication scheduling. Maintain consistent formatting standards across 100+ existing articles.
Image optimisation	Resize, compress, and convert images for web performance (WebP, JPEG, PNG). Maintain aspect ratios for different contexts (featured images, social Open Graph, thumbnails). Write descriptive alt text for accessibility. Keep three media libraries organised with consistent file naming conventions.
Basic HTML/CSS	Edit HTML and CSS within WordPress for layout adjustments, spacing fixes, custom styling, and content formatting that the block editor cannot handle. Debug rendering issues across browsers and devices. No full-stack development required — this is CMS-level troubleshooting.
SEO implementation	Apply on-page SEO using MathRank SEO Pro on every published page: keyword placement in titles and headings, meta descriptions, schema markup, XML sitemap configuration, and internal linking strategy. Implement the SEO priorities defined by the Marketing Strategist.
Hosting and site maintenance	Perform routine maintenance tasks via Hostinger cPanel: site backups, WordPress core and plugin updates, SSL certificate monitoring, email configuration, and performance settings. Monitor site speed using Google PageSpeed Insights and resolve issues that affect Core Web Vitals.

Desirable skills (not required, but valued):

Basic PHP	Understand WordPress template hierarchy (header.php, single.php, functions.php) enough to make minor theme customisations or debug template issues. Not required but valuable for Blocksy Pro customisation.
Google Analytics	Read traffic data to understand which pages perform well, where users drop off, and which content drives the most engagement — informing decisions about what to feature on homepages and navigation.
Accessibility (WCAG)	Audit and improve heading structure, colour contrast ratios, alt text coverage, keyboard navigation, and screen reader compatibility across all three sites.
Google Ads landing pages	Optimise landing page structure, load speed, and content alignment for Google Ads Grant campaigns — coordinating with the Marketing Strategist.
Content migration	Experience restructuring site architectures or migrating content between CMS platforms. Relevant for the volunteer.org.gr build-out and any future site reorganisation.
Version control / staging	Experience testing updates in a staging environment before pushing to production. Useful for managing plugin updates and theme changes without breaking live sites.

Personal qualities:

Detail-oriented to the point of obsession — notices a missing alt tag, a broken internal link, an image that's 2MB instead of 200KB. Consistency across hundreds of pages is your natural instinct, not a chore. **Technically curious** — when something breaks, your first reaction is to open the inspector and figure out why, not to ask someone else. **Reliable and systematic** — you maintain publishing schedules, run backups on time, and check for broken links before anyone asks. **Quiet enabler** —

comfortable in a supporting role; your job is to make everyone else's work look professional online. **Culturally aware** — comfortable working in a multicultural team in Athens with colleagues from different EU countries and academic backgrounds.

5. Key Tasks During the Traineeship

Three-site WordPress management	Take ownership of all three WordPress/Blocksy Pro installations (evec.org.gr, microgreens.org.gr, volunteer.org.gr). Ensure consistent theme settings, menu structures, widget configurations, and footer content across all properties. You are the single point of accountability for anything that appears on these websites.
Content publishing pipeline	Receive content drafts from the Multilingual Content Writer and visual assets from the Graphic Designer. Format, assemble, and publish complete WordPress pages and articles: heading structure, featured images, internal links, categories, tags, meta descriptions, and Open Graph data. Maintain a publishing queue aligned with the Marketing Strategist's content calendar.
Media library operations	Manage three separate WordPress media libraries containing thousands of images. Establish and enforce naming conventions, folder organisation (by project, date, and type), compression standards (target: <200KB per image), and alt text coverage. Process visual assets from the Graphic Designer into web-ready formats.
SEO implementation	Implement on-page SEO across all three sites using MathRank SEO Pro. For every page and article: keyword-optimised titles and headings, meta descriptions, schema markup, internal linking to related content, and XML sitemap inclusion. Execute the SEO priorities set by the Marketing Strategist and report monthly on organic search performance.
Site performance and hosting	Monitor site speed, uptime, and Core Web Vitals for all three properties using Hostinger tools, Google PageSpeed Insights, and Google Search Console. Manage caching, image lazy loading, CSS/JS minification, and database optimisation. Keep load times under 3 seconds on mobile. Perform weekly backups and maintain SSL certificates.
Plugin and theme maintenance	Manage all WordPress plugin and theme updates across three installations. Test updates on staging or low-traffic periods before applying to production. Troubleshoot plugin conflicts, resolve compatibility issues after updates, and maintain a log of installed plugins with their purposes and dependencies.
Volunteer.org.gr build-out	Build the volunteer.org.gr website from its current basic state into a fully functional ESC volunteering portal. Create page templates for volunteer stories, project descriptions, and application information. Coordinate with the Graphic Designer for visual elements and the UX Strategist for navigation and user flow. Set up content structures that the Social Media Coordinator can link to when launching the volunteer.org.gr social media ecosystem.
Technical documentation and handover	Create comprehensive internal documentation for EVEC's web infrastructure: publishing style guide (formatting rules, image specs, SEO checklist), plugin inventory with configurations, hosting management procedures (backups, SSL, cPanel), and a troubleshooting guide for common WordPress issues. This documentation ensures that the next Web Content Manager trainee can take over without losing quality.

6. Learning Outcomes

By the end of the traineeship, the Web Content Manager will leave with **hands-on operational experience managing live web properties** — not a student project or a sandbox, but three real websites serving real European audiences. These learning outcomes are specific to the technical and operational nature of this role:

(a) Multi-site WordPress management	Independently manage three professional WordPress/Blocksy Pro websites with a combined 100+ pages and articles. Handle theme configuration, menu structures, widget settings, and content publishing across all properties simultaneously — the kind of multi-site CMS experience that agencies and digital teams look for.
(b) Professional publishing workflow	Operate a complete content publishing pipeline: receive drafts from writers, integrate visuals from designers, format to standards, apply SEO metadata, and publish on schedule. This is the exact workflow used by publishing teams, media companies, and corporate web departments.
(c) SEO implementation at scale	Implement on-page SEO using MathRank SEO Pro across three web properties: keyword-optimised titles, meta descriptions, schema markup, XML sitemaps, and internal linking. Track organic search performance monthly. Most students learn SEO theory — you will have implemented it across 100+ live pages.
(d) Web hosting management	Manage professional hosting environments via Hostinger cPanel: backups, SSL certificates, email configuration, performance optimisation, DNS management, and server-side caching. This is systems administration experience that bridges the gap between web design and DevOps.
(e) Site performance optimisation	Monitor and improve Core Web Vitals across three properties: Largest Contentful Paint, First Input Delay, Cumulative Layout Shift. Use Google PageSpeed Insights, Lighthouse, and Search Console to identify and resolve performance bottlenecks.
(f) Cross-functional collaboration	Work as the publishing hub in a multicultural team: receive content from the Writer, visuals from the Designer, SEO priorities from the Strategist, and UX changes from the UX Strategist. Implement all of it in WordPress while maintaining quality and meeting deadlines. Manage competing publishing deadlines, quality-check contributions from four different team members, and maintain standards under time pressure. This is coordination experience specific to web operations.

(g) Website build-out (volunteer.org.gr)	Build a website from a basic installation into a functional portal: page templates, content structures, navigation, and visual integration. Having “built a website from the ground up for a European ESC programme” on your CV is a tangible, demonstrable achievement.
(h) Technical documentation	Produce a complete web management handbook for EVEC: publishing standards, plugin inventory, hosting procedures, and troubleshooting guides. Technical writing is a valued skill in any IT or web management role — and this document will be used by real people after you leave.
(i) EU project web communication	Understand how websites function within the Erasmus+ and ESC framework: project result dissemination pages, visibility requirements (EU flag, funding acknowledgement), open call landing pages aligned with grant timelines, and the specific web standards expected by European programme evaluators.
(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 work styles, communication preferences, and professional expectations — a transferable competence valued by every international employer.

Career positioning: This traineeship positions you for roles in **web content management, CMS administration, digital publishing operations, technical SEO implementation, or web operations coordination**. The operational nature of the role — managing three live websites with professional hosting, implementing SEO at scale, and serving as the publishing hub for a multicultural team — is what distinguishes this from a student web project. You will leave with proof that you can manage live web infrastructure, maintain quality at scale, and collaborate across technical and creative disciplines.

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

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