



Job offer: designing and producing a visual identity, a website and flyers for the EU-funded Project RETHINK

Ref.: Grant Agreement number 824573

RETHINK is a new EU-funded project which has just started on January 1st, 2019. Funded by the European Commission under the Science With and For Society programme (call [SwafS-19-2018-2019 - Taking stock and re-examining the role of science communication](#)), the project is coordinated by the Athena Institute, a research department within the Vrije Universiteit Amsterdam. Other partners in the project include Ecsite (the European Network for Science Centres & Museums, Belgium), the Science Communication Unit of the University of the West of England (UK), the Zeppelin University (Germany), Sissa Medialab srl (Italy) and the Danish Board of Technology Foundation (Denmark).

The main focus of RETHINK is science communication. Here is the **project short description**:

Science communication is at a pivotal stage in its evolution due to the emergence of digital communication platforms that are not only presenting new opportunities but are also leading to new challenges. RETHINK will provide an unprecedented view of the new science communication landscape to reveal the barriers and inequalities that stand in the way of open and reflexive connections between science and society. It will also present the way forward, encouraging evidence-based transformations in science communication practice as well as guiding relevant policy to further open Research & Innovation (R&I) to society. To achieve this, RETHINK will provide a 360° view of the current science communication landscape. It will map current science communication activities across Europe, including those taking place in the currently uncharted digital sphere. It will seek input from R&I stakeholders who are currently disengaged with science communication. Outputs will be new ways of training those who engage in science communication, including those underserved by current training - such as bloggers and social media commentators. There will be online briefs aimed at changing current science communication practices to break down barriers preventing open R&I and reach underserved audiences across the EU. Strategies will be developed to improve individual and collective sensemaking by enhancing its openness and reflexivity. Guidance on policy will also be provided to create an environment that encourages open R&I. All of these outputs will be open access, as will the data generated during the research process to encourage a broad discussion and maximise uptake. RETHINK will bring about meaningful, long-term change in science communication to maximise the opportunities and overcome the challenges of digitalisation, allowing the sector to help society meet key challenges across the European community and beyond.



What we are looking for:

Communication aspects are a very important element of the project. Sissa Medialab srl is in charge of developing the project dissemination strategy and managing dissemination channels. We are therefore looking for a company/collaborator who can perform the following tasks:

- Design the project logo. We would like to find a company/collaborator who is willing to invest time in understanding the project scope and core activities, propose a few options for a project logo, receive feedback from us and finalize the project logo along with us.
- Once the logo is defined, the company/collaborator should develop the project entire visual identity guidelines and tools (i.e. word and power point templates, poster, etc.).
- The company/collaborator should also develop the project website, which should allow for simple but effective navigation and mobile compatibility. We expect the company/collaborator to work in close contact with us, understanding the project needs. We will be providing texts and contents for the website. Here are a couple of examples of similar projects' websites to give you an idea of the type of website that we would need: <http://www.sparksproject.eu/> and <http://www.cimulact.eu/>. Ideally, you will build for us a website which will be hosted on Sissa Medialab's servers and will be relatively easy to update and modify (we know some basics of Wordpress etc.), so that it won't be too difficult for us to keep it up to date throughout the duration of the project (3 years).
- The last task is to produce a nice and appealing project flyer in high quality resolution (we will take care of printing it).

Essential requirements:

- Proven experience in developing the above-mentioned services (i.e. visual identity, website and flyer).
- Commitment to work within a EU-funded project framework, taking into account that it will require a bit more of flexibility than a standard client-provider relationship (Sissa Medialab will be acting as intermediary collecting feedback from other project partners).
- Availability from now to summer 2019. Required deadlines:
 - First submission of project logo options by February 8th.
 - The entire project visual identity to be finalized by April 30th.
 - The RETHINK project flyer has to be produced by May 31st
 - The RETHINK project website should be online by June 30th.

How to apply:

If you are interested in this job, please send your application by email to Marzia Mazzonetto (RETHINK project manager at Sissa Medialab, marzia@medialab.sissa.it), by **Monday January 21st, 2019**. Applications should include:

- A short motivation letter, explaining why you are interested in this job, and if you have any previous experience in working within a similar framework.
- Links to and a short explanation of your previous experiences in developing logos, visual identity and websites.
- Your legal status (company or free-lance) and a short description of who will be working on the required tasks.
- Your time availability.

The maximum budget available for performing all tasks is **11,000€**.