

ROLE DESCRIPTION

Regional Innovation Hub – Entrepreneurship Lead

ROLE TITLE

Entrepreneurship Lead

ROLE LOCATION:

Regional Innovation Hub (RIH)

REPORTS TO AND/OR MANAGED BY:

Reports to Hub MD with support and direction from Director of Marketing

WORKS WITH:

In addition to the relationships above:

- **At Hub**
 - Engages with
 - Hub MD to understand priorities
 - Communications Lead to assist in promoting programmes using EIT Health channels, and
 - Collaboration Lead, and Pillar Leads for day-to-day co-ordination and knowledge-sharing,
 - Stakeholder Relations Lead for other activity and Network++ development
 - All staff at Hub for collaboration activities
- **At CO**
 - Works with
 - Head of Marketing to drive local promotion of programmes
 - Programme Managers across Pillars to feedback insights from local audiences, and to better understand the programmes
 - Head of Professional Education and Head of Entrepreneurship to feed insights and connections to in order to drive applications for programmes from learners including Health Care Providers and Industry professionals
- **Other Hubs**
 - All entrepreneurship leads from all over Europe to align in campaigns, activities and best practices

ROLE OVERVIEW:

The Entrepreneurship Lead will engage with the region's potential trainees/students, entrepreneurs, and start-ups in order to build awareness and attract applications for EIT Health opportunities across the three Pillars. Specifically, the post holder will oversee all marketing activity in the region directed at these audiences working collaboratively with other hubs and with direction from the Director of Marketing at Central Office.



The Entrepreneurship Lead will get to know its audience in the region, understand their needs and feedback insights to the relevant Pillar Leads. They will represent the Hub in external eco-system events and run all local aspects of programmes for these audiences (e.g. Infodays, local selection events, Bootcamps etc). They will also be responsible for running the successful bootcamps that arise from Member's proposals.

Another important component of the the position holder will be to support the development of any additional local and European Network++ activities or projects and will work with the Stakeholder Relations Lead to source additional funding and secure the sustainability of the organisation in the future.

OBJECTIVES OF THE ROLE:

- Build connections and a central role in the region's start-up and entrepreneur eco-system as an EIT Health representative.
- Successfully promote and market EIT Health opportunities to students, trainees, entrepreneurs and start-ups in the region and organize local information/selection events.
- Feedback insights and knowledge from engagement in the region to the various Pillar Leads to inform future calls and EIT Health programmes.
- Follow-up on potential applicants to guide the candidate to select the suitable programme.
- Foster and support the development of strong applications from students, trainees, entrepreneurs and start-ups from the region for EIT Health programmes and activities.
- Proactively liaise with other staff and EIT Health stakeholders ensuring the adequate regional and organisation alignment among EIT Health activities to support the integration of the knowledge triangle across the region and beyond.
- Be spokesperson at innovation and information events targeting the selected community, to raise awareness about EIT Health and its programmes.

DETAILED RESPONSIBILITIES AND DUTIES OF THE ROLE:

- Engage target audience to market and promote relevant EIT Health programmes and attract suitable participants from local eco-system (split of time estimated as 45% Business Creation, 45% Education and 10% Innovation activities).
- Support Hub MD and Stakeholder Relations Manager as required with Partner++ activities and other activities as required.
- Provide guidance and assistance to students and entrepreneurs in the application process for Education, Innovation and Business Creation programmes.
- Develop the adequate partnerships for the dissemination of local opportunities for students and entrepreneurs.
- Map, maintain and update a knowledge reference and local marketing assets for trainees, entrepreneurs, start-ups and other relevant stakeholders to attract future interest in EIT Health programs at the regional ecosystem.

SKILLS REQUIRED:

EDUCATION:

- Relevant academic degree or higher in a relevant health, engineering or science discipline

EXPERIENCE:

- At least 5 years experience in health or science innovation, education and/or entrepreneurship. Experience in both the private and public sector considered an advantage.
- Should have worked with early-stage entrepreneurs as well as the entrepreneurship support community (investors, coaches, mentors, etc) in the local geography.
- An extensive contact network in the regional Education and innovation system in the health sector. Existing working relationships with relevant stakeholders and other relevant regional agencies.
- Ideally have experience with EIC and other public programs project application, management and reporting processes. Previous experience in marketing or sales would be an advantage.

SPECIFIC SKILLS

- Knowledge of regional innovation systems, notably science-based innovation, higher education; technology transfer, relevant national and European research, and innovation funding.
- Proven ability to engage students, entrepreneurs, and senior stakeholders, build effective working relationship and connect individuals from various international organisations.
- Strong project management, administration, and networking skills.
- Ability to work in complex and innovative environments, cross culturally in an international and/or public-private collaboration.
- Ability to manage a set of deliverables, identify opportunities for improvement and growth, and setting and managing standards of delivery to support the cost-effective and targeted delivery of the Hub activities.
- An extensive contact network in the local and European innovation system in the health sector, particularly in the start-up and entrepreneurship scene. Existing working relationships with regional programs considered an advantage.
- Ability to engage in social media and community platforms.
- Good communication and writing skills in English and in the local language.
- Ability to present to various audiences in English and Spanish.

PERSONAL CHARACTERISTICS

- Personal integrity, a high level of self-awareness and confidence.
- Exceptional interpersonal and communication skills, strong presentation skills, both oral and in writing and ability to present complex issues.
- Proactive and well organized. Ability to perform effectively under pressure with excellent personal organization and time management.
- Ability to prioritise and manage a variety of tasks and to meet deadlines, both prescribed and self-imposed.
- Ability to work independently and as part of a team, as required.
- Innovative, dynamic, and resilient and highly entrepreneurial attitude.
- An open and positive attitude to working in a constantly changing environment.

OTHER RELEVANT CRITERIA:

- Located in Spain. Should be prepared to travel within the country and throughout Europe on a regular basis (10%).