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| **Key Expert 2 - Networking and Communication Expert (440 working days)** | |
| **Qualifications and Skills** | **Evidence of skill/experience from the CV** |
| University degree in marketing, public relations, communications, media or journalism; in the absence of the required degree, at least 15 years of experience in the field of media/public relations |  |
| Good command of written and spoken English |  |
| Post graduate degree in marketing, public relations, communications, media or journalism will be an asset |  |
| **General Professional Experience** | |
| At least 7 years of professional working experience in the communication, networking, media and awareness raising |  |
| **Specific Professional Experience** | |
| At least 2 years of experience in public relations projects/campaigns as an expert or related position responsible for planning and implementation |  |
| At least one project experience in preparation and dissemination of promotion/communication campaign materials |  |
| At least one project experience with the application of EU visibility rules |  |