

Annex 7 | Requested profiles of Contractor's staff

Senior profiles (relevant working experience > 8 years)

Profile	Competencies
Account Director	<ul style="list-style-type: none"> Leads the Contractor's team to provide the utmost level of customer satisfaction and service orientation Liaises with EFSA at a senior level on a day-to-day basis on all matters concerning the framework contract's implementation (e.g. work plan, service level agreements) Maintains a high level of performance by the Contractor's team
PR/Media Consultant	<ul style="list-style-type: none"> Formulates PR plans and strategies Recommends tactics to enhance EFSA's voice and presence through online and offline channels Manages media relations and requests Develops communication plans to foster attendee's engagement before, during and after an event
Art Director	<ul style="list-style-type: none"> Takes responsibility for and coordinates the development of visual communication tools Generates clear ideas and concepts Understands strategic positioning, target audience and key messages to convey Works from EFSA's brief to generate design of print material, trade fair booths, advertising material and give-aways to produce an effective campaign Commissions specialists, such as artists and photographers, to work on projects as required
Web Architect	<ul style="list-style-type: none"> Takes responsibility for and coordinates the design, testing, implementation and administration of interactive event technologies, websites and applications Creates, maintains and updates the event management software, event websites and APPs

Technical profiles (relevant working experience > 3 years)

Profile	Competencies
Event Manager	<ul style="list-style-type: none"> ■ Develops and coordinates creative event concepts ■ Takes end-to-end responsibility accompanying events from strategic concept to realization, making sure they runs smoothly and to the EFSA's satisfaction ■ Thinks holistic and focusses on the big picture, taking into account all facades of creative event experiences (including logistics, catering, technical set-up, entertainment) ■ Negotiates, plans and manages event budgets, measures events effectiveness to drive continuous improvement ■ Supervises production of print material, trade fair booths, advertising material and give-aways ■ Supervises junior and support staff as well as technical providers
Graphic Designer	<ul style="list-style-type: none"> ■ Designs visuals based on EFSA's brief and branding policy ■ Creates products that are effective and appealing
Web Designer	<ul style="list-style-type: none"> ■ Designs webpage layouts based on EFSA's brief and branding policy ■ Designs graphics, animations and manipulates digital photographs ■ Creates products that are user-friendly, effective and appealing

Junior profiles (relevant working experience > 1 year)

Profile	Competencies
Event/Meeting/Media Assistant	<ul style="list-style-type: none"> ■ Provides administrative and operational support to the project team as required ■ Carries out routine and operational tasks, including editing of documents and packing of participants kits or event/meeting folders