






PERSONAL INFORMATION **Martha Papathanassiou**



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Sex Female | Date of birth 04/12/1981 | Nationality Greek

WORK EXPERIENCE

January 2012 – Current Press & Communications Officer

Hellenic Centre for Marine Research, Athens, Greece.

Press & Communications Officer for the FP7 EU-funded project *PERSEUS* (<http://www.perseus-net.eu>). Duties include:

- Dissemination of project results to scientists and the general public, including the relevant stakeholders;
- Producing professional press releases to ensure appropriate media coverage, writing creative and comprehensive texts for posters, flyers, leaflets and other communication materials.
- Generating website content while maintaining and updating the project's website;
- Responsible for the education action plan including the citizen-scientist campaigns, responsibility for their dissemination and their overall success among the public;
- Organizing, editing, producing and proofreading the project's newsletters (electronic and hard copy);
- Dealing with media and public enquiries as required.

June 2012 – November 2015

Project Assistant in the EU FP7 *Sea for Society* project (<http://seaforsociety.eu/>)

This project assigned 9 Geographical Area leaders to carry out Citizen/Youth and Stakeholder Consultations across Europe. As Geographical Area Leader contact point, duties included:

- Translating, editing and adapting all project materials including the project brochure, project video (subtitles) and invitation templates;
- Recruitment of Citizens/Youth for the Consultations through targeted dissemination campaigns using social media and personal invitations;
- Overall event management: preparing the Consultations; Translating, managing and updating the Greek national blog; preparing and sending out Press Releases, Official Invitation Letters and follow-ups;
- Facilitation of the Consultation sessions for both citizens/youth as well as stakeholders using the Collective Intelligence Methodology;
- Production of 8 consultation reports and participation in mobilization activities upon completion of consultations.

January 2007- January 2012

Press & Communications Officer, Hellenic Centre for Marine Research, Athens, Greece.

Press Officer for EU FP6 project *SESAME*. Main duties included:

- Producing press releases to ensure appropriate media coverage, creative content for posters, flyers, leaflets and other communication materials as required.
- Designing, creating and writing website content while maintaining, updating and upgrading the project's website;
- Responsible for the educational activities, which consisted of School Competitions and 'Online Cruises', which were broadcast live to the general public through web streaming;
- Responsible for internal and external communication of the project, liaising with external project partners, as well as representing the project at major events;
- Organizing, editing, producing and proofreading the project's newsletters (electronic and hard copy);

April 2006 – September 2006

Press & Communications Officer, The Dairy Council, London, UK. Responsibilities included:

- Monitoring daily media coverage through press cuttings.
- Generating creative ideas for press releases and responding to journalists as required.
- Building relationships with key journalists in target publications.
- Monitoring the regional press by maintaining an article database.
- Dealing with media and public enquiries as required.

Communications

March 2005 – April 2006

Editorial Coordinator, Lippincott, Williams & Wilkins, London, UK. Responsibilities included:

- Running five bimonthly medical review journals, including timely commissioning of authors, editors and section editors;
- Liaising with authors, editors and section editors on issue content and providing coordinated author support and follow-up;
- Working in teams with Production Editors in the London and USA office to deliver manuscripts under tight deadlines;
- Proofreading and editing manuscripts;
- Monitoring journal costs and keeping alert to marketing leads in STM publishing markets; maintaining records of payments and copyright fees.

Publishing

EDUCATION AND TRAINING

2003-2004 **MA Communication Studies (Merit)**

University of Leeds, United Kingdom

Communications

1999-2002 **B.Sc (Hons) Marine Sciences**

University of Southampton, United Kingdom

Oceanography

1996-1999 **International Baccalaureate**

Copenhagen International School, Copenhagen, Denmark

PERSONAL SKILLS

Mother tongue(s) Greek, English

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
French	B1/2	A1/2	A1/2	A1/2	A1/2
DELF A2, A4					

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills Good communication skills gained through experience in dissemination of project results to diverse audiences (scientists, policymakers, general public) and interaction with a broad spectrum of users. The *Sea for Society* project included organising and facilitating consultations with citizens and stakeholders, thereby strengthening abilities to deal effectively with stakeholders at all levels.

Organisational / managerial skills Good organisational skills enhanced through the work done in The *Sea for Society* project, which included the entire organisation and facilitation of consultations with citizens and stakeholders. Similarly, the PEREUS project helped to strengthen organisational skills through the various events organised for the project.

Computer skills ▪ Good command of Microsoft Office™ tools and CMS systems for managing websites

Other skills ▪ Jewellery making, Internet Radio Show production

Driving licence ▪ B

ADDITIONAL INFORMATION

Publications Fermeli G., Papathanassiou M., Ermidou E., Streftaris N., Ioakeimidis C., Giannoudi, L., 2015. My school voyages with Perseus and Andromeda in Mediterranean Sea. (3rd EMSEA Conference, Crete, Greece, Sept-Oct 2015).

Papathanassiou M., Ermidou E., Streftaris N., Fermeli G., Papathanassiou V., 2014. Promoting marine education in the Mediterranean & Black Seas: The PERSEUS project. (2nd EMSEA Conference, Gothenburg, Sweden, October 2014).

Papathanassiou, M., Ioakeimidis, C., Streftaris, N., Gogou, A., 2014. Engaging Stakeholders to formulate Strategies for Sustainable Tourism and 'Clean Seas' in the Mediterranean Region: a joint effort of 'Sea for Society' and 'PERSEUS' FP7 projects. (MedCity Conference, Athens, Greece, June 2014).

Papathanassiou, E., Streftaris, N., Kaberi, E., Moncheva, S., Papathanassiou, M., 2012. Mediterranean and Black Seas: a case for disseminating and communicating marine science through European projects. (1st Conference on Ocean Literacy, Bruges, Belgium, 2012).

Conferences European Marine Science Educators Association Conference (EMSEA) 2015

Chair of the 3rd European Marine Science Educators Association's (EMSEA) Conference organised by the Hellenic Centre for Marine Research, in Heraklion, Crete, 28 September - 1 October 2015. Responsible for the organisation of the Conference.

Atlantic Stakeholder Conference, Ocean Literacy Workshop – January 2015

Invited speaker at the European Commission's Atlantic Stakeholder Conference for the Workshop: 'Ocean Literacy in Europe: Recent Developments and Key Challenges'
(http://ec.europa.eu/maritimeaffairs/policy/sea_basins/atlantic_ocean/atlanticforum/events-2015/porto/index_en.htm)

Transatlantic Ocean Literacy Workshop – June 2013

Invited to participate at the EU's Transatlantic Ocean Literacy Workshop co-organized by the Flanders Marine Institute (VLIZ) and the European Marine Board at request of the EU Commission and the Ocean Literacy in Europe consortium which gathered experts to deliver recommendations to the EC's DG Research & Innovation on mechanisms and initiatives to better support marine science outreach and education in the Horizon 2020 Programme and beyond.

Memberships Member of the European Marine Board Communications Panel

(<http://www.marineboard.eu/operational-panels/communications-panel>) since October 2012.