



## *Terms of Reference for a Short-Term Assignment*

### **1 PROJECT BACKGROUND**

Project Title: *Support to IPARD Operating Structure (Managing Authority, IPARD Agency and Advisory Services)*  
Project No.: EuropeAid /137763/IH/SER/RS  
Contract No.: 48-00-00061/2015-28  
Country: Republic of Serbia  
Project Start Date: 22<sup>nd</sup> of August, 2017  
Project Duration: 24 Months

#### **Overall Objective:**

- The **overall objective** of the project of which this contract is a part is to support the preparation of the Serbian Sector of Agriculture and Rural Development to implement the EU Common Agriculture Policy (CAP) in order to prepare the Republic of Serbia for EU accession.

#### **Purpose:**

- The **purpose** of the project of which this contract is a part is to strengthen the institutional capacities of competent authorities within the Serbian MAFWM in order to implement the Rural Development component of the Instrument for Pre-accession Assistance (IPARD II).

#### **Main Project Beneficiaries:**

- Ministry of Agriculture, Forestry and Water Management

#### **Target Project Beneficiaries**

Managing Authority, IPARD Agency and Advisory Services

#### **Project Components:**

- Component 1: Building capacities of MA to implement IPARD II
- Component 2: Building capacities of the Advisory Service to implement IPARD II
- Component 3: Building capacities of DAP to implement IPARD II

#### **Expected Results:**

- *Result 1.1* Readiness of IPARD II Managing Authority with regard to procedures and all related documents of the second accreditation package of measures ensured.
- *Result 1.2* Professional capacity of MA staff to adequately and effectively administer IPARD II with respect to their particular competencies made fully functional.
- *Result 1.3* Awareness on IPARD II in Serbia increased.
- *Result 2.1* Professional capacities of the relevant staff of Advisory Services to transfer IPARD II related knowledge in a sustainable manner to potential recipients and new employees strengthened.



- *Result 2.2* Legal basis for Advisory Services operations further developed in line with the IPARD II Program 2014-2020.
- *Result 3.1* Capacity of staff from Directorate for Agrarian Payments to implement the investment, rural diversification and technical assistance measures (measures 1, 3, 7 and 9) under the IPARD II programme 2014-2020 strengthened.
- *Result 3.2* DAP enabled to implement the Agro-Environmental and LEADER measure (measures 4 and 5) under IPARD II programme in line with EU requirements.
- *Result 3.3* Rural Development IT solution for the implementation of IPARD II programme created.
- *Result 3.4* Capacity of Technical bodies to conduct control of national minimum standards for measures 1, 3, 4, 5 and 7 and EU standards in respective areas upgraded.

## **2 DESCRIPTION OF THE ASSIGNMENT**

### **2.1 Content of the assignment**

Assistance to ensure the enforcement of visibility, communication and sharing of information related to implementation of activities and delivery of outputs in the context of the project “Support to IPARD Operating Structure (Managing Authority, IPARD Agency and Advisory services)”

#### **Expert category**

Junior Non-Key Short-term expert.

### **2.2 Specific objectives of the assignment**

In general, information, visibility and communication play an important role in making the EU more transparent and accessible to citizens in EU members and candidate countries. The importance of improving communication technics and networks to bring EU closer to citizens and to make visible the EU support to the general public has been increasingly emphasised. For all the activities under the Project, the communication messages and tools to be utilised during the Project implementation shall insure that the thematic information is communicated effectively and appropriately with the relevant target groups.

The implementation of Project's activities in accordance and in compliance with appropriate communication messages and tools is of primary importance.

The specific objective of the assignment is to elaborate and implement an overall communication and visibility plan to ensure communication, information on and visibility of the Project activities and promote the relevance and substance of Project activities and its outputs in the context of the of the implementation of the IPARD II Programme and the preparation of the Serbian sector for Agriculture and Rural Development to implement the EU Common Agricultural Policy (CAP) in order to prepare the Republic of Serbia for EU accession.



## **2.3. Required services**

The Junior NKE is expected to provide the following services:

- a) Elaborate an overall communication and visibility plan covering all Project activities following brief review of communication practices of main beneficiary institution, to identify and explore new potential communication channels and visibility tools;
- b) Meet with key stakeholders to identify needs and discuss the realistic modalities for implementing communication and visibility activities in relation to the Project;
- c) Prepare Project documents templates;
- d) Prepare Project related visibility materials and contribute to the Project Reports by providing relevant input concerning communication and visibility;
- e) In accordance with communication and visibility plan, prepare and execute all necessary actions needed for smooth implementation of the plan, such as (non-exhaustive list):
  - The elaboration and updating of Project web site, social network profile (s)
  - The elaboration of design for and organisation of arrangements for production of agreed Project's visibility materials
  - The organisation support, coordination and management of Project's visibility events, such as: opening/closing events, conferences, information sessions (e.g. organised for wider audience of main beneficiary representatives after each Project Steering Committee), trainings, workshops, expert interviews, publication of articles, etc.
- f) In case of an ad-hoc situation, co-operate with the TL and the Project staff and execute, to the possible and agreed extent, necessary visibility actions for addressing the urgent needs of the main beneficiary.

## **2.4. Outputs**

The outputs delivered by the JNKE shall be, as follows:

- An overall communication and visibility plan covering all Project activities.
- Project web-site and selected social network profile(s) providing most relevant and up-to-date information regarding Project activities and its outputs
- Elaborated proposals on various types of project promotion material ensuring visibility of the Project funded by EU
- Support in raising Project related public awareness and organisation of visibility events
- Drafts and final version of text and/or analytical data and information in the context of visibility, information and communication and serving as input to various Project Reports.

## **3. LOGISTICS AND TIMING**

### **3.1. Location**

The project office in Belgrade, Serbia will be the operational base of this assignment.



### **3.2. Commencement date & period of execution**

#### **3.2.1. Total working days**

30 working days (WDs) have been planned for this assignment. Additional number of WDs may be allocated for this ToR, should the needs of the main beneficiary require an extension for the activity areas mentioned in this ToR.

#### **3.2.2. Period of the assignment**

February 2018 – July 2019

Details regarding the most relevant timing of experts' missions shall be agreed at a later stage.

#### **3.2.3. Starting day**

It is expected that the work will be performed from 1 of February 2018 onwards. However, exact starting date will be agreed at the later stage.

### **3.3. Working language**

English.

## **4. REQUIREMENTS**

### **4.1. Expert profile**

#### *. Qualifications and skills 10 points)*

- A bachelor degree in public relations, economics, public administration, or other related field (where the bachelor degree has been awarded on completion of at least 3 years of study in a university or equivalent institution) or, alternatively, 5 years of professional experience in communications (in addition to the number of years of professional experience required under the requirement for general professional experience)
- Excellent analytical, interpersonal and communication skills
- Proficiency in English language
- Knowledge of Serbian language will be an advantage
- Computer literacy (MS Office applications)

#### *4.2. General professional experience (40 points)*

- At least 5 years, preferably 7 of relevant professional experience

#### *4.3. Specific professional experience (50 points)*

- Experience in implementation of communication and visibility activities of preferably 2 EU funded projects
- Practical experiences in organization of preferably 2 promotional events



## 5. REPORTS

### 5.1. Reporting requirements

The Expert will provide the following reports:

- *Brief Mission Reports* with description of activity, tasks and outputs provided during the mission under this assignment,
- *Final Mission Report*, with description of all activity, tasks and outputs provided by the expert in the context of this assignment.

The report templates to be followed by the Expert will be provided by the project office.

The Expert shall work under the guidance and follow the instructions of the Team Leader. The Expert shall collaborate with the project team, other experts involved and representatives of beneficiary institutions and national structures, as relevant.

### 5.2. Submission of the Reports

All reports prepared in the relevant quality shall be submitted to the Team Leader of the Project and to the Consortium Project manager for review, comments and final approval. The reports shall be signed by the JNKE and the Team Leader, responsible for endorsing the reports.

The reports and all prepared documents shall be submitted in hard copy and electronic version to the Team Leader of the project with a copy to the Consortium Project Manager.

The Junior NKE shall collaborate with the Project Technical Assistance Team on the preparation and implementation of communication and visibility plan targeting different audience such as DEU, MAFWM, Line Ministries, IPARD II recipients, stakeholders, general public etc. The JNKE's activities and outputs mentioned above may be adjusted by the Team Leader at any stage in the implementation of the Project, depending on the evolving needs of the Project and main beneficiary.

The Junior NKE shall ensure that communication and visibility plan and all relating actions proposed and implemented are aligned with the "Communication and Visibility Manual for EU External Actions". The Junior NKE shall closely coordinate the activities proposed with DEU press office, MAFWM IPA Unit, CFCU project manager, and other, as relevant, to ensure that aspects related to implications of EU integration for Serbia are incorporated into all activities carried out by the Project.

## 6. APPLICATIONS

Applications (EU format CV and application letter, both in English) need to be submitted by e-mail to the following e-mail address: **recruitment@imorgon.org** not later than 17:00 hrs, **on 25 of January 2018** titled „**Application for the position – Junior Non-Key Expert on Communication and Visibility**“.



*The European Union's*

***Project „Support to IPARD Operating Structure (Managing Authority, IPARD Agency and Advisory services)***



Only candidates with a correct CV will receive a confirmation on receipt of their application. Reference must be available on request. Only short-listed candidates will be contacted. All applications will be considered strictly confidential.

The Project is an equal opportunity employer that encourages applications from women and minorities.

Advertised post is not available to civil servants or other officials of the public administration in the beneficiary country, Serbia.

Experts must be independent and free from conflicts of interest regarding the responsibilities defined by the Terms of Reference.