



**REdiS  
2030**

**EU support to Reform of Education in Serbia  
Podrška EU reformi obrazovanja u Srbiji**



Capacity building of relevant institutions under the Sector Reform contract for Education  
Reform in Serbia – strengthening links with employment and social inclusion

## **ADVERTISEMENT**

**The Project is looking for a Junior Non-Key expert:**

***NKE Junior Expert on Information Management and Utilisation***

***Project Title:*** EU Support to Reform of Education in Serbia

***Contract no:*** 2019/405-242

***The overall objective of the project:*** To assist the Government of Serbia in implementing reforms in the education sector by improving the quality, equity and relevance of the education and training

***Purpose of the project:*** Strengthening institutional and human capacities of key institutions in the education sector to manage comprehensive education reform; and timely, efficient and effective coordination and implementation of the Sector Reform Performance Contract (SRPC)

***Main tasks:***

NKE Junior Expert on Information Management and Utilisation will work closely with the Project team and support the Project Key Expert 3 in the following tasks:

- Development of relevant part of the Situation analysis of existing communication environment
- Development of relevant part of the Communication strategic framework on education reforms and SRPC and related Action Plans
- Implementation of Communication strategic framework and media/digital campaigns
- Supporting the development of the redesigned website of MoESTD
- Assisting in copywriting and creation of web content
- Tracking website internet traffic
- Making recommendations for SEO (search engine optimisation)
- Designing and delivering training to relevant staff in the MoESTD to edit and maintain the new webpage
- Participating in delivery of trainings to beneficiaries in awareness and communications activities/modern communication tools and techniques.

***Results to be achieved:***

- Relevant part of the Situation Analysis on existing communication environment and current beneficiaries' practices developed
- Relevant part of the Communication strategic framework on education reforms and SRPC and related Action Plans developed
- Proposal for the redesigned website of MoESTD developed
- Tracking system to monitor public awareness and support
- Reports on digital campaigns prepared
- Trainings to beneficiaries on editing and maintaining the new webpage delivered
- Trainings to beneficiaries in awareness and communications activities/modern communication tools and techniques delivered.



**Note:** For more information see the ToR

**Number of required experts:** One (1) Junior Non-Key Expert

**Duration of the assignment:** Up to a total of 75 working days

**Period of assignment:** July 2019 until February 2022

**Place of assignment:** Belgrade, Serbia

**Working language:** English

**Requirements for the position**

<b>Junior Experts</b>
<p><u>Qualifications and skills:</u></p> <ul style="list-style-type: none"> <li>• A University Degree (where a university degree has been awarded on completion of three years of study in a university or equivalent institution) in Communications, Engineering, Information management, Organisational sciences or other related discipline relevant to the assignment or 5 years of professional experience in addition to General Professional Experience);</li> <li>• Proficiency in written and spoken English</li> <li>• Have excellent oral and written communication and analytical skills</li> <li>• Have excellent team working abilities</li> <li>• Knowledge of Serbian language (or other local languages- Bosnian, Croatian, Montenegrin) will be considered an advantage</li> </ul>
<p><u>General Professional Experience:</u></p> <ul style="list-style-type: none"> <li>• At least five (5), preferable seven (7) years of proven post-graduate professional experience in development of web platforms, web design or web consulting</li> </ul>
<p><u>Specific Professional Experience:</u></p> <ul style="list-style-type: none"> <li>• <b>Minimum three (3) preferably five (5) years of experience in one of the following fields:</b> <ul style="list-style-type: none"> <li>- Experience in setting up online strategies and campaigns</li> <li>- Development of training programmes and training delivery on online marketing, communication, online content production, etc.</li> <li>- Development of online tools and online content</li> </ul> </li> <li>• Previous experience in working with Public Institutions will be considered an advantage</li> <li>• Experience in an EU funded project and familiarity with visibility requirements of the European Union will be considered an advantage</li> <li>• Experience in the Human Resources and Social Development (HRSD) sector, and more specifically in education will be considered an advantage.</li> </ul>



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***Further requirements:***

The selected expert is not a Civil Servant or other staff of the public administration of the beneficiary country.

***The deadline for application is:***

**25 July 2019, 17:00**

Only short-listed applicants will be contacted.

Please submit the application: CV (EU format), relevant diplomas and employment certificates by email to: [idil.ipek@weglobal.org](mailto:idil.ipek@weglobal.org) and [snezana.pavlovic@weglobal.org](mailto:snezana.pavlovic@weglobal.org)

All applications will be considered strictly confidential.

For more information, please contact: [snezana.pavlovic@weglobal.org](mailto:snezana.pavlovic@weglobal.org)

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