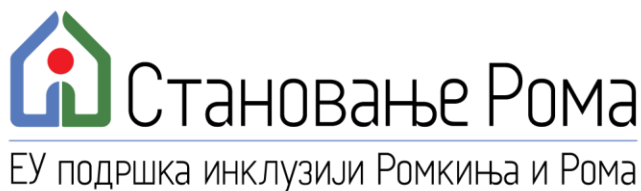




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## Technical Assistance for Improvement of Living and Housing Conditions among the Roma Population Presently Residing in Informal Settlements or Roma Housing

### Overview

KPMG operates as a global network of independent member firms offering audit, tax and advisory services; working closely with clients, helping them to mitigate risks and grasp opportunities. KPMG member firms can be found in 152 countries. Collectively they employ more than 189,000 people across a range of disciplines.

### Junior Non Key Expert- Communication and Visibility Expert (JNKE 2- PR)

The communication and visibility expert will cover planning and implementation of visibility and promotion activities in the initial phases of the project. The expert will have hands-on experiences in implementation of promotion activities in public sector. Specific experiences in promotion of EU funded initiatives and in project oriented promotion will be considered as an advantage.

The expert will work closely with the TL, other experts, CFCU, Ministry of Construction, Transport and Infrastructure, Office for Human and Minority Rights and other TA project beneficiaries to provide support in planning visibility and promotion activities at the level of the TA project. The responsibilities will include up-date and upgrade of the project visibility plans (drafted in the inception phase of the project), proposal and facilitation of promotional materials, relations with publics and organisation of promotional events of the programme (events anticipated at the national and regional level).

The expert will have in mind the comprehensive structure of the TA project which connects three components: preparation of technical documentation for future Roma housing and infrastructure projects, social cohesion component aimed at integration of Roma and component supporting the grant scheme. The Communication and Visibility expert will seemingly integrate all three Components into unified promotion plan with clearly developed promotional slogans and messages to be communicated throughout the project. The expert is expected to advise in preparation of promotional materials – flyers, brochures, press releases, newsletters, presenting the issues of Roma social inclusion and housing. Upon the agreement of proposals with involved stakeholders the expert will facilitate preparation, design and printing of materials (design and printing to be paid separately from incidental costs).

The expert will work on organisation and facilitation of promotional events of the Programme. Two events are expected at the national level – promotion and final conference, with participation of 100 and 200 participants. The aim of the conferences will be to present initial position in the sector, issues of target groups and approaches to resolving of these issues. Policy level and target group participants are expected to attend. The expert will work on preparation of the event, including: preparation of agenda, invitation of participants, logistical arrangements, invitation of press representatives. Activities will be implemented in cooperation with the Roma Housing office manager and project expert.

The expert will also support organisation of a series of regional promotion events. The events will be joined with other activities of the project. Presentation of project activities and sector context is expected at these meetings. The expert's support will include planning of events, preparation of press-release, logistical support and invitation of regional media.

The expert will also work on support to grant beneficiaries in implementation of their visibility and promotion activities. The expert will in particular provide advice in preparation of promotional materials, implementation of communication strategies and organisation of events. The expert will deliver, together with the KE Grant Expert a specialist workshop on implementation of visibility actions at the project level.

Support at the level of the Programme/Grant Scheme will also be provided in a sense of advice to the CA in project related visibility issues. Assistance with monitoring and control of EU visibility aspects will be provided at the level of grant scheme and individual grant contracts.

The activities will be closely coordinated with the Team Leader, CFCU Project Manager, CFCU Visibility officer and counterparts.



Republic of Serbia  
Ministry of Construction,  
Transport and Infrastructure  
Office for Human and Minority Rights

### Project office

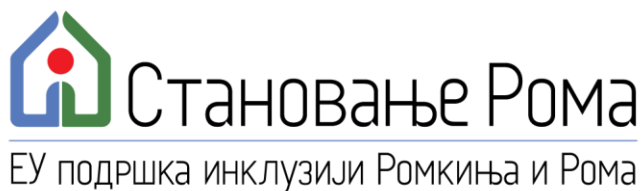
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In her/his work the expert will display commitment to the needs of the target groups covered by the TA project and the grant scheme. High level of ethical sensitivity is expected in implementation of tasks.

The expert is expected to strictly comply with the EU Visibility requirements for External Action Programmes.

The expert's responsibilities fall within all three Components of the overall TA project. For the segment of support to grant scheme visibility the responsibilities fall within the Activity A3.7. Support to the control of EU visibility, both at the grant scheme and individual project level.

### Expected results

The Expert will provide the following deliverables:

- Update and upgrade of the initial communication and visibility plan
- Support in regular promotion and visibility activities in the initial phase of the TA project (relation with publics, journalists, media etc.)
- Proposal and facilitation of promotional printed materials
- Organisation and implementation of two national and 4-5 regional events supported
- Support provided to grant beneficiaries in visibility and promotion aspects at the project level, including participation in a specific training
- Support provided to the CA in monitoring and control to visibility aspects at the project and programme level.

### Qualification and skills:

- University degree in relevant field – social/economics/journalism etc. (level of education which corresponds to completed university studies of at least 4 years);
- Excellent knowledge of English language;
- Computer literacy;
- Working knowledge of Serbian language is required.

### General Professional Experience:

- Minimum 3 years (junior experts) of working/postgraduate experience in the fields relevant to this contract;
- Experiences in implementation of visibility and promotion activities in EU funded initiatives will be considered as advantage.

### Specific Professional Experience:

- Minimum 2 years experiences in implementation of communication and visibility activities in complex and multi-task assignments
- Minimum 2 years experiences in facilitation of contacts with different stakeholders in the visibility and promotion field (publics, journalists, organisations, organisers etc.)
- Practical experiences in organisation of at least 2 large scale promotional events
- Experience in EU External Action funding initiatives and knowledge of EU Visibility guidelines will be considered as an asset.



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### Working period:

- Short-Term Engagement

Civil servants and other staff currently employed by public administrations of the beneficiary country are not eligible to apply as experts.

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

### APPLY

Deadline for submission of applications is the 29<sup>th</sup> of January 2018.

**Our Values:** Lead by example | Work together | Respect the individual | Seek the facts and provide insight | Communicate open and honestly | Improve communities | Act with integrity

*KPMG is an equal opportunity employer and values diversity in its workforce, encouraging applications from all qualified individuals.*

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