



This project is funded by
the European Union

REINFORCED IMPLEMENTATION OF VISIBILITY
AND COMMUNICATION ACTIVITIES OF IPA
PROGRAMMES



Ministry of European Integration
Government of the Republic of Serbia

Terms of Reference and Mission Description

Senior Non-Key Expert – Communication Expert

1. PROJECT OUTLINE

PROJECT TITLE:

REINFORCED IMPLEMENTATION OF VISIBILITY AND COMMUNICATION ACTIVITIES OF IPA PROGRAMMES

PROJECT REF: EuropeAid/137986/DH/SER/RS

SERVICE No: 392-564

BENEFICIARY: Ministry of European Integration, Government of the Republic of Serbia

PROJECT OBJECTIVE: To inform and communicate about the European Union to the citizens of Serbia in order to achieve higher level knowledge of the EU accession process, and a high level of visibility of EU activities in Serbia. While some other similar projects (EUINFONET, for example) keep the focus on the political and institutional envelope of the accession process, special focus of this project shall be on the support to the enhancement of visibility for the EU assistance programmes in Serbia.

PROJECT PURPOSE: To increase the visibility of EU financial assistance to Serbia and to broaden the knowledge of the public on the funded projects and related EU accession policies

RESULTS TO BE ACHIEVED BY THE CONTRACTOR:

- The EU is recognised as the biggest donor in Serbia
- Serbian authorities' capacities, in particular MEI, in designing and implementing communication and information strategies and activities related to EU financial assistance and related policies further strengthened.



Office: (+381) 11 40 45 613
Address: Braće Nedića 1/5, 11000 Belgrade, Serbia





This project is funded by
the European Union

REINFORCED IMPLEMENTATION OF VISIBILITY
AND COMMUNICATION ACTIVITIES OF IPA
PROGRAMMES



Ministry of European Integration
Government of the Republic of Serbia

- Increased knowledge of media professionals on EU financial assistance and related policies, and enhanced capacity of the media to inform the public on these matters

2. SCOPE OF WORK AND OUTPUTS REQUESTED

The expert will be engaged on the following *activities*:

- Messages and visual identity proposals' development for the EU funded sectors (including, but not limited to the public administration reform, environment, judiciary and home affairs, transport, energy, competitiveness, agriculture, and human resource development which includes health, social, education and employment);
- Communication with media,
- Drafting and dissemination of information/news stories on the EU in general and the EU financial support to Serbia in particular;
- Information/promotional materials development for different media outlets
- Events' organization and management, including preparation of announcements and press releases;

Expected Outputs/Results:

- The expert is expected to prepare three proposals of a set of messages and the respective set of visual identity formats and tools for each of the listed sectors as well as a general one regarding EU financial assistance to Serbia, based on the existing EU communication and visibility guidelines.
- Media channels selected and the respective informational/promotional materials prepared
- Organised events, prepared announcements and press releases

3. REQUIRED PROFILE

Qualifications and Skills:

- A degree in journalism, political sciences, communication, PR, public administration or other relevant field;
- Knowledge of Serbian and English, both written and spoken;
- Sound knowledge of traditional and modern communication platforms and media outlets
- Computer, including graphic design literacy;

General experience:



Office: (+381) 11 40 45 613
Address: Braće Nedića 1/5, 11000 Belgrade, Serbia





This project is funded by
the European Union

REINFORCED IMPLEMENTATION OF VISIBILITY
AND COMMUNICATION ACTIVITIES OF IPA
PROGRAMMES



Ministry of European Integration
Government of the Republic of Serbia

- Minimum 5 years of experience in communication, PR, journalism, media, public administration or similar.

Specific Professional Experience:

- At least 3 years in visibility, awareness building and visual identity campaigns;
- Work experience with EU funded projects shall be considered an advantage.

Indicative Time and Duration of the Engagement:
up to 50 working days in the period April - October 2018

Applications:

Applications (EU format CV) should be submitted by e-mail to: IPAvsibility@suezconsulting.rs not later than 2, April 2018, titled:
Communication Expert; IPA Visibility and Communication

References must be available on request.

Only short-listed candidates will be contacted.

The Project is an equal opportunity employer. All applications will be considered strictly confidential. Advertised post is not available to civil servants or other officials of the public administration in the beneficiary country, Serbia.
