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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 – Visual Identity

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





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- 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 activity:

Developing visual identity proposals 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).

Expected Outputs/Results:

The expert is expected to prepare three proposals of a 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, having regard to the existing EU communication and visibility guidelines. Once a proposal is selected and agreed upon, a full visual identity of the sector is to be developed.

3. REQUIRED PROFILE

Qualifications and Skills:

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

General experience:

- Minimum 5 years of experience in communication, journalism, visual arts, public administration or similar.

Specific Professional Experience:

- At least 3 years in visibility and visual identity development;
- Experience of working in EU funded projects shall be considered an advantage.



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Indicative Time and Duration of the Engagement:
up to 30 working days in the period March - June 2018

Applications:

Applications (EU format CV and a motivation letter in English) should be submitted by e-mail to:
IPAvsibility@suezconsulting.rs not later than 20, March 2018, titled:
Visual Identity 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.
