



**Capacity building for the alignment with the *acquis* in the area of agriculture, rural development, food safety, veterinary and phytosanitary policy**  
*EuropeAid/138038/DH/SER/RS*

**Terms of Reference**

**Junior Non-key Media Communication and Event Management Expert**

**1. Project Background**

The overall objective of the project is to improve the capacity of the MAWM to manage the process of integration with the EU policies in the agriculture and food sector.

Agriculture, rural development, food safety, veterinary and phytosanitary policy in the EU is regulated by several legal acts which can be transposed directly from European legislation. Their correct administrative application is crucial for the functioning of the Common Agricultural Policy and the EU internal market. The EU legislation from Chapter 11 may have a significant impact on the current policy support to agriculture in the Republic of Serbia.

Through the implementation of component 1, this project supports the MAFWM, Veterinary Directorate, Plant Protection Directorate, Agriculture Inspectorate, Ministry of Health and other bodies, stakeholders involved in the EU accession process with support in transposition of *acquis* and preparations for implementation of EU Food Safety, Veterinary and Phytosanitary Policy and the associated *acquis*. The project shall provide high quality expertise to the EU integration process in the Republic of Serbia for Chapter 11 and Chapter 12.

The project will have two-fold approach: (1) provide support to coordination and managing the process (2) provide technical (content-oriented) support and expertise on demand to the relevant structures in the MAWM and other institutions.

**Component 1.** Strengthened capacity to effectively administer and implement alignment of the Serbian agriculture and rural development with the Common Agricultural Policy in the process of EU accession (Chapter 11)

**Component 2.** Strengthening the MAWM and other relevant stakeholder's capacity to effectively administer and implement alignment of Food Safety, Veterinary and Phytosanitary Policy in the process of EU accession Chapter 12

**2. Reference document**

Terms of Reference of the Project: EuropeAid/138038/DH/SER/RS Capacity building for the alignment with the *acquis* in the area of agriculture, rural development, food safety and phytosanitary policy.



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**3. Terms of Reference Relevance**

The assignment will contribute to the achievement of both components by providing expertise:

to improve the communication with all relevant stakeholders in the areas of agriculture and rural development, food safety, veterinary, and phytosanitary policy;

and to

increase awareness of the TA project and related objectives and activities as foreseen in the Communication Strategy and Communication Plan for the accession negotiation process of both Chapter 11 and Chapter 12.

**4. Assignment objective(s)**

Project activities to be supported by the expert:

1.4.2 and 2.4.2. Improving communication and public relations capacity of MAFWM and other stakeholders

1.4.2.1 and 2.4.2.1. Performing Training Needs Assessment regarding communication and public relations in MAFWM

1.4.2.2 and 2.4.2.2. Preparation of training plan (communication skills, preparation of communication strategies and plans, crisis communication, ...etc.)

1.4.2.3 and 2.4.2.3. Training of staff from MAFWM involved in preparation public relations and communication activities

1.4.2.4 and 2.4.2.4. Training of journalists and other stakeholders (e.g. staff of Chambers of Commerce, other professional associations etc.) on the accession negotiation process in Chapter 11 and Chapter 12



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**5. Main Tasks/Activities and Outputs**

The Junior Communication, Visibility and Event Management NKE will support and provide assistance to the Senior Communication NKE and the TAT in the following services:

Main Tasks	No. of Days	Outputs
To assist SNKE for Communication in organisation of coordination meetings with the relevant stakeholders (Ministry, Eulnfo Center, other relevant projects, etc.) for the future upcoming 86 <sup>th</sup> International Agricultural Fair that will be held in Novi Sad	5	Reports from the coordination meeting organized with relevant stakeholders in relation for the future 86 <sup>th</sup> International Agriculture Fair in Novi Sad
To assist SNKE for Communication in all the tasks related to increasing the awareness of stakeholders and general public during the whole duration of the Fair presenting objectives, activities and expected results of the Project	5	Assisting the SNKE for Communication in ensuring visibility of the TA Project during the whole duration of the Fair and road show, including, if feasible, the participation at dedicated workshops or seminars
To carry out logistical and organisational support and coordination of Project's visibility events, such as (indicatively): Road Shows, conferences, Agriculture Fair in Novi Sad, trainings, workshops, etc.	25	Assist and support SNKE for Communication in gathering stakeholders and journalists from five different part of Serbia in order to cooperate with them and to make them close partners in the project Ensuring visibility of the TA Project during the whole duration of the Fair and road show, including, if feasible, the participation at dedicated workshops or seminars
Assisting SNKE for Communication in conducting Training Needs Assessment through questionnaires and one to one interview for the purpose of improving communication and public relations capacity	3	Questionnaire and one to one interviews are organized with representatives of the Beneficiary involved in preparation of public relations and communication activities.
Support SNKE for Communication in Organization and implementation of the training for the staff of the MAFWM	5	Prepared Curriculum and related documentation for the training of the journalists in close coordination with the Beneficiary and EUD and



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and journalists on the accession negotiations process in Chapter 11 and Chapter 12 in order to generate and distribute trustworthy news and correct falsehoods		implement the training
Assisting SNKE for Communication in gathering factual information on negotiation process in Chapter 11 and 12 and supporting SNKE in producing ready-made articles and other information products that can be easily accessed and used by organisations and media who want the facts	<b>3</b>	Elaborated proposals on various types of project promotion material ensuring visibility of the Project funded by EU
Assist SNKE for Communication in supporting the EU Delegation and Beneficiary with high quality written, visual, audio and video materials on accession negotiations on Chapter 11 and 12	<b>2</b>	Support in raising Project related public awareness and organisation of visibility events
Logistical support in organising press events to keep the media updated about the project activities and accession negotiations in Chapter 11 and 12	<b>5</b>	Press clipping from the press events collected and shared with the beneficiary
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	<b>2</b>	All other assistance
	<b>Total working Days: up to 55 wd</b>	

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## **6. Timing and duration of mission/s**

The assignment shall be implemented in Belgrade, Serbia, in the period August 2020 to July 2021, up to 55 working days. The number of days is subject to extension as needed.

## **7. Reporting**

The expert will deliver the reports in the English language on every last workday of the month s/he worked, with attached all written deliverables. The report will be attached to the expert's draft timesheet.

- Draft of Mission Report with description of activities carried out and outputs provided, including all written deliverables, in the English language, shall be submitted by Senior NKE to the Team Leader of the Project for review and comments at the end of each mission.
- The report will be attached to the expert's timesheet signed by Team Leader and Senior NKE.

The Final Mission report shall be signed by the Team Leader responsible for endorsing the Report.

The Mission Report and all prepared documents shall be submitted in hard copy and electronic version to the Team Leader of the Project.

## **8. Expert Profile**

### *Qualifications and skills*

- University degree (in relevant fields preferably in communication /media/journalism)
- Proficiency in English language,
- Full Computer literacy (MS Office applications)

### *General professional experience*

- A minimum 3 years of professional experience in communication, publicity or marketing sector or social development area

### *Specific professional experience and requirements for the assignment*

- *Organisation of a variety of large events, such as workshops, conferences, round tables, training sessions, opening/closing events, designing and/or implementation of public*



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*awareness campaigns)*

- *Coordinating design and production of info and promotional material*
- *Experience in working with media*
- *Experience in an EU funded project and familiarity with visibility requirements of the European Union will be considered an advantage*

## **10 Evaluation of work**

The expert's performance will be assessed by the TAT and the Beneficiary's representative.

## **11 Applications**

Application letter, EU format CV and supporting documents linked with the working experience stated in the CV, all in English, are to be submitted by e-mail to [hr@weglobal.org](mailto:hr@weglobal.org), [olivera.maric@weglobal.org](mailto:olivera.maric@weglobal.org) and [tatjana.mihajlov@weglobal.org](mailto:tatjana.mihajlov@weglobal.org) no later than 9<sup>th</sup> August 2020, titled: "Application for the position – Junior Non-key Media Communication and Event Management Expert".

Please use the following the standard EU CV form.

Only short-listed candidates will be contacted.

The Project is an equal opportunity employer, in respect of the principles of good governance, sustainable development and gender equality.

All applications will be considered strictly confidential.

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