



**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

## **EU support to Reform of Education in Serbia**

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

### **TERMS OF REFERENCE**

#### **NKE Senior Awareness Raising and Visibility Expert**

#### **Background:**

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

**Ref:** EuropeAid/139264/DH/SER/RS

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

**Main beneficiary:** Ministry of Education, Science and Technological Development (MoESTD)

#### **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)

#### **Components:**

- C1. Institutional and human capacity building of key institutions to apply a sector-wide approach in the education sector
- C2. Support for improving evidence-based policy making, monitoring and reporting in education
- C3. Support for improving quality assurance mechanisms across the education system
- C4. Support for raising awareness and visibility of education reforms and their benefits for Serbian citizens
- C5. Support to the implementation of the Sector Reform Performance Contract in Education and maintaining a continued policy dialogue

#### **Expected Overall Project Results:**

- Strengthen institutional capacities for improved coordination and cooperation among education institutions
- Promote the system of inter-sectoral coordination and cooperation relating to the field of education
- Strengthen data collection capacities as a basis for monitoring and reporting on educational reforms
- Improve the information system in the education sector and utilization of data
- Develop the Education Development Strategy 2030 and the relating action plan



- Develop mechanisms for improving the national curriculum based on the results of international surveys (PISA, TIMSS, PIRLS, TALIS), final examination at the end of primary education and national testing
- Improve the system of external evaluation in pre-university education
- Improve the system of quality assurance in higher education
- Supporting MoESTD and stakeholders to develop and implement a communication strategy on reforms and SRPC
- Capacity building for MoESTD and other educational institutions for communication and visibility techniques
- Support to MoESTD and other public institutions in monitoring and reporting on the implementation of SRPC and support to policy dialogue in the field of education

### **Component and related activities:**

This ToR refers to **Component IV of the project - Support for raising awareness and visibility of education reforms and their benefits for Serbian citizens**

The main scope for Component IV is to create a more effective education communication and awareness raising framework, by raising the capacities in improving inter-institutional and public awareness of the education reform efforts. This component will also help deliver a comprehensive public awareness raising campaign on benefits of the EU support to the education sector.

Activities to be implemented within this component are:

#### **4.1. Support the MoESTD and other public institutions in the education system to develop and implement a communications strategy on education reforms and the Sector Reform Performance Contract**

- 4.1.1. Situation analysis of the existing awareness raising and communication policies, tools, techniques and capacities (institutional, technical and financial);
- 4.1.2. Comprehensive longer-term communication strategy, designed to raise understanding of the Government's overall education reform agenda and the SRPC objectives and activities;
- 4.1.3. Implementation of the communication strategy through organising events, developing promotional tools, and improving electronic and digital communication techniques;
- 4.1.4. Develop tools and use opportunities to raise understanding, visibility and awareness of EU support to the education reform;
- 4.1.5. Create a new webpage of the MoESTD and councils (National Education Council, Council for VET and Adult Education and the National Council for Higher Education)

#### **4.2. Capacity building for relevant staff in the MoESTD and other education institutions for communication and visibility techniques**

- 4.2.1. Train and coach staff within the MoESTD and relevant public administration bodies in media relations and awareness and communications activities;
- 4.2.2. Train staff of public administration bodies, including government officials, in public relations and communication tools and techniques;
- 4.2.3. Assist the MoESTD and public administration bodies to develop and use modern



communications tools (notably social media) to communicate with the general public;  
4.2.4. Train relevant staff in the MoESTD to edit and maintain the new webpage of the MoESTD.

#### **Assignment objective(s)**

The assignment will contribute to the achievement of the fourth project result. Its main objective is to enable more effective education communication and awareness raising framework, by raising the capacities in improving inter-institutional and public awareness of the education reform efforts. The assignment will also support effective communication of education reforms and EU support to education sector, ensuring that appropriate audiences receive relevant and effective messages and information.

<b>Activity no</b>	<b>Activity/Tasks</b>	<b>Indicative input:</b>	<b>Expected deliverables<sup>1</sup>:</b>
4.1.1	Support conducting a situation analysis of the existing awareness raising and communication policies, tools, techniques and capacities (institutional, technical and financial) of the MoESTD and other relevant public institutions in the education system to design, manage and implement communication activities	12	Situation Analysis on existing communication environment and current beneficiaries' practices
4.1.2	Supporting the drafting and budgeting of a communication strategy	20	Communication strategic framework on education reforms and SRPC and related Action Plans developed
4.1.3	Supporting the implementation of the communication strategy	45	Reports on campaigns for key education reform processes prepared Info material developed Reports on briefing and training sessions and workshops prepared Crisis Management Plan drafted
4.1.4	Raising understanding, visibility and awareness of EU support to education reform	8	Proposals to raise awareness of EU support to education reforms developed
4.2.2	Training staff of public administrations in public relations and communication techniques	5	Trainings to beneficiaries in awareness and communications activities and communication tools and techniques delivered

<sup>1</sup> The listed deliverables will be developed jointly by several experts dealing with Component 4



Total number of working days: up to 100.

**Main tasks and duties:**

NKE Senior Awareness Raising and Visibility Expert will work closely with the Project team and support the Project Key Expert 3 in the following tasks:

- Situation analysis of existing communication environment
- Development of Communication strategic framework on education reforms and SRPC (including media strategy) and related Action Plans
- Implementation of Communication strategic framework
- Development and implementation of public awareness campaigns for key education reform processes
- Visibility and promotional activities, events, development of info material, media planning and media buying
- Supporting MoESTD in crisis PR
- Raising understanding, visibility and awareness of EU support to education reform
- Participating in delivery of trainings to beneficiaries in awareness and communications activities, and communication tools and techniques.

**Expected deliverables:**

- Situation Analysis on existing communication environment and current beneficiaries' practices developed
- Communication strategic framework on education reforms and SRPC (including media strategy) and related Action Plans developed
- Reports on campaigns for key education reform processes prepared
- Reports on briefing and training sessions and workshops prepared
- Info material developed
- Draft of a Crisis Management Plan
- Trainings to beneficiaries in awareness and communications activities and communication tools and techniques delivered.

**Qualifications Required:**

Senior Expert	
<p><u>Qualifications and skills:</u></p> <ul style="list-style-type: none"> <li>• <i>A University Degree (where a university degree has been awarded on completion of three years of study in a university or equivalent institution) in social sciences; political sciences; journalism; public relations; languages etc. or at least 5 years of professional experience in addition to General Professional Experience</i></li> </ul>	



- *Proficiency in written and spoken English*
- *Have excellent oral and written communication and analytical skills*
- *Have excellent team working abilities*
- *Knowledge of Serbian language (or other local languages- Bosnian, Croatian, Montenegrin) will be considered as an advantage*

**General Professional Experience:**

- At least ten (10) years, preferable twelve (12) of proven professional experience in visibility, awareness raising and / or public relations.

**Specific Professional Experience:**

- **Minimum five (5), preferably seven (7) years of experience in one of the following fields:**
  - *Designing communication strategies*
  - *Design and/or implementation of media/public awareness/digital campaigns*
  - *Coordinating design and production of info and material*
  - *EU funded initiatives/projects and familiarity with visibility requirements of the European Union*
  - *Developing media strategies/plans*
  - *Working with media in Serbia*
- *Experience with the Serbian public sector will be considered advantage*
- *Experience in the Human Resources and Social Development (HRSD) sector, and more specifically in education will be considered an advantage.*

**Logistics and Timing**

The activities are planned to be carried out *in the period of July 2019 until February 2022.*

The exact starting date will be agreed at a later stage, pursuant to the expert's approval by the Contracting Authority.

The number of working days foreseen for this assignment is up to 100.

**Reports**

The NKE shall provide the following reports by using the templates of the Project:

- Brief Mission Reports with a description of activities and outputs provided, at the end of each mission/month under this assignment. *(NKEs who work less than a month shall complete a mission report at the end of each assignment whereas long-term NKEs complete a mission report on monthly basis)*
- Final Mission Report, no later than 1 week after completion of tasks under this assignment. This report will include a description of all activities and outputs provided by the NKE in the context of this assignment.



*Submission of reports:*

Draft mission report shall be submitted to the Team Leader and Project Director for review and comments at the end of the mission/month.

- The final version of the mission report prepared in the relevant quality shall be submitted to the Team Leader and Project Director for review, comments and final approval. The reports shall be signed by the NKE and the Team Leader responsible for endorsing the report.

The report and all prepared documents shall be submitted in hard copy and in electronic version to the Team Leader of the project.

**Monitoring and Evaluation:**

The NKE shall work under the guidance and follow the instructions of the Team Leader and KE3. The NKE shall collaborate with the project team, other experts involved and representatives of beneficiary institutions and national structures, as relevant.

The NKE's activities and outputs mentioned above may be adjusted by the Team Leader and KE3 at any stage in the implementation of the Project, depending on the evolving needs of the Project and main beneficiaries. Each of the short-term mission, its timing and duration shall be agreed with the Team Leader and KE3 prior to each mission.

**Location:**

The NKE must deliver 100% of the input in Serbia. The project office in Belgrade will be the main operational base of this activity; however, if necessary, for the completion of the assignment, other locations throughout Serbia will be considered.

**Working Language:**

The working language is English. However, the Serbian language can be used whenever is deemed as necessary or required by Beneficiaries.