



Evaluation and Monitoring of the Sector Reform Contract for Education Reform in Serbia

This project is funded by the European Union



1.1 DESCRIPTION OF THE ASSIGNMENT – Junior Non Key Expert on Communication activities implementation

<p>Main task</p>	<p>Project background</p> <p>The project has as main objective 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. Actually the project provides assessment of the compliance of the Ministry of Education, Science and Technology Development (MoESTD) with the General and Specific Conditions for the release of fixed and variable tranches as set out in the Annex I a of the Financing Agreement for the "Sector Reform in Contract for Education Reform in Serbia strengthening links with employment and social inclusion" and to provide recommendations to the EU Delegation to the Republic of Serbia on the achievement of the indicators for the fixed and variable tranches and the value of the tranches to be disbursed. The main results that have to be achieved are 1) ensuring the capability of EUD to determine the extent of progress achieved in the implementation of education reforms, and in particular in the context of SRC contract performance and 2) ensuring the capability of EUD to conduct an informed policy dialogue under the SRC, in particular on issues related to Roma inclusion and education in minority languages; 3) assessment of the financial support provided to Republic of Serbia from IPA I and IPA II in the field of education and promotion of this support.</p> <p>Immediate objectives</p> <p>The assignment will contribute to the achievement the third project result. The main expected outcome of this assignment is implementation of the activities presented in the communication strategy for promotion of education sector in Serbia in close cooperation with the project team and the EUD.</p> <p>Main Tasks</p> <ol style="list-style-type: none"> 1. Work on the implementation of the promotional activities presented in the communication strategy for education sector promotion; 2. Support project team in the production of various visibility material and products on EU support to the education sector in Serbia (printed, video material and other), taking into account proposals of the EUD communication strategy for education sector; 3. Support project team in regular contacts with local and national media; participation at the organization of various project promotional events, preparation of site visits, press conferences, audio and video products in close coordination with Key 2 Expert and the Communication Unit of the EUD.
<p>Input</p>	<p>The Expert will work in close cooperation with the project team, namely Key 2 Expert and the Communication Unit of the EUD.</p>
<p>Outputs</p>	<ol style="list-style-type: none"> 1. The draft communication strategy for education sector promotion analyzed and accepted as main guidelines for organization and conduction of promotional activities; 2. Contribute to proposal of visual identity for promotional items to be produced in cooperation with the project team, visual and graphic designer. <p>At the end of each assessment mission, the expert will deliver:</p> <ol style="list-style-type: none"> 1. timesheets (one per calendar month); 2. The report related to promotional activities, events and other visibility



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	activities conducted as part of the assignment including press clipping, photographs and links available on Internet.
1.2 EXPERT PROFILE	
Profile	<p>The expert will have:</p> <p>Qualifications and skills</p> <ul style="list-style-type: none"> • University degree in a relevant field – social sciences, political sciences; journalism, public relations or at least 6 years of professional experience in addition to the General professional experience in public relations, promotion or similar assignments; • Excellent communication, reporting and teamwork skills; • Good writing and editing skills in Serbian and English; • Fluency in written and spoken English. <p>General professional experience:</p> <ul style="list-style-type: none"> • A minimum of 4 years, but preferably 5 years of experience in public relations, promotion or similar assignments. <p>Specific Professional Experience</p> <ul style="list-style-type: none"> • At least two (2) work assignments in designing and/or implementation of public awareness campaigns in the field of human resources and social development sector (e.g., employment, labour market issues, education, social, inclusion, health, youth); • At least two (2) work assignments in organization of various promotional events, conferences, round tables; • At least two (2) work assignments in working with media on the local and/ or national level; • Experience in EU funded projects and familiarity with visibility requirements of the European Union would be considered an advantage.
1.3 DURATION AND LOCATION	
Duration	The assignment will implemented in the period August 2019 - February 2021 up to 30 man days
Location	Project office and missions outside Belgrade