



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 for producing Communication strategy

<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>Objectives of the assignment</p> <p>The assignment will contribute to the achievement of the third project result. Its main objective is to support effective communication of EU support to education sector, within the EUD and Beneficiary institutions, ensuring that appropriate audiences (donors, decision makers, practitioners, activists, researchers and policy analysts) and general public have received context-relevant and effective messages and information.</p> <p>Main Tasks</p> <ol style="list-style-type: none"> 1. The Expert will provide support in the preparation of a comprehensive draft communication strategy of the EUD on interventions in the education sector, including development of a specific action plan for communication and promotional activities; 2. The Expert will develop the draft communication strategy in line with a new strategic concept of promoting sectoral reform in line with Serbia's accession to the EU; 3. The experts will produce visibility material and products on EU support to the education sector in Serbia (printed, video material and other).
<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. EUD's communication strategy finalised and agreed, ensuring effective channels and tools; 2. Action communication plan developed and presented as part of the communication strategy; 3. Agreed volumes of printed, video and other visibility materials designed, printed and disseminated; 4. Support provided to EUD in effective communication management throughout the Project. <p>At the end of the mission, the expert will deliver:</p> <ol style="list-style-type: none"> 1. timesheets (one per calendar month);



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	<p>2. EUD's communication strategy drafted and Action plan developed;</p> <p>3. Designed and produced visibility materials.</p>
1.2 EXPERT PROFILE	
Profile	<p>The expert will have:</p> <p>Qualifications and skills</p> <ul style="list-style-type: none"> • Academic qualifications (university degree) in political science, journalism, social sciences or at least 6 years of professional experience in addition to the General professional experience in communication, public relations, marketing, journalism and with or in media; • Excellent communication, reporting and teamwork skills; • Good writing and editing skills in Serbian; • Fluency in written and spoken English. <p>General professional experience</p> <ul style="list-style-type: none"> • A Minimum of 4 years of relevant professional experience working in communication, public relations, marketing, journalism and with or in media. <p>Specific professional experience</p> <ul style="list-style-type: none"> • At least two (2) work experience/assignments in designing and development of communication strategies; • At least three (3) work experience/assignments in coordinating design and production of promotional brochures/booklets and other promotional material such as leaflets, billboards, video materials; • 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 be implemented in the period August 2019 – February 2021 Number of man days up to 20
Location	Project office