



Improving the Quality of Education by Introducing Examinations at the End of Secondary Education

This project is funded by the European Union



Terms of Reference

Senior Non-key Media & Communication Expert

1. Project Background

The project Improving the Quality of Education by Introducing Examinations at the End of Secondary Education aims to support the development of a modern and efficient education system in the Republic of Serbia which should contribute to building a knowledge-based society.

The purpose of the project is to prepare the education system to implement the final examinations at the end of secondary education in the Republic of Serbia, as a contribution to improvement of the quality of education and higher participation in higher education.

The results to be achieved are:

1. The education system of the Republic of Serbia is prepared for the implementation of final examinations in secondary education.
2. Higher education institutions are prepared for a new way of enrolment of students.
3. Increased understanding of the public about the relevance of introducing final examinations in secondary education and its benefits for society.

Specifically, for the result 3, continuous effort is foreseen aimed at sensitizing the general public, students and parents, secondary schools and teachers as well as universities, faculties and professors to the new form of final examinations in close cooperation with the MoESTD, through mass media and other communication means, structured in five interlinked activities:

Activity 3.1.1. Develop and implement a communication strategy, and provide continuous advice to the Contracting Authority and the project partner on how to communicate the course of the reform.

Activity 3.1.2. Develop and implement a media campaign, which includes regular and ad-hoc press briefings, press conferences, public appearances, production of promotional material, as well as audio, video and web news content as necessary.

Activity 3.1.3. Organise round tables and public discussions with stakeholders, which includes, when necessary, a public outreach component towards the media.

Activity 3.1.4. Help-desk for communication with relevant stakeholders (universities, parents, students, media, etc) during the project (Q&A, consultations, etc).

Activity 3.1.5. Develop a webpage for communication with the public, with relevant data on the course of project activities and the reform on the whole (to be integrated under the Ministry of Education webpage).

2. Reference document

Terms of Reference of the Project: EuropeAid/138188/DH/SER/RS, Improving the Quality of Education by Introducing Examinations at the End of Secondary Education.

Project implemented by Human Dynamics and consortium partners. Project office: Kralja Milana 34, Belgrade; Tel: +381 11 785 0625





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3. Terms of Reference Relevance

The assignment will contribute to the achievement of the planned results of all three components by providing expertise in the communication field and contributing to the development of Communication strategic framework, key messages, communication tools and channels and by participation in development of public awareness and media campaigns and in organisation of various types of events.

4. Assignment objective(s)

Expert will be engaged in the following activities:

- Situation analysis with a focus on communication
- Preparation of communication strategic framework and communication guidelines
- Development of public awareness and media campaigns
- Organisation of events – round tables, public discussions, workshops, press briefings, etc.
- Set up and operation of communication help-desk
- Set up and regular updates of project webpage.

5. Main Tasks/Activities

The Senior Communication NKE in cooperation with Junior Communication Expert will support the Project Key Experts 2 and 3 in:

- Collecting data for the situation analysis, presenting findings and input information for Inception Report (analysis of existing communication environment, of final exams in media and media strategic framework)
- Developing the secondary education final exams communication strategic framework (including media strategic framework)
- Planning visibility and promotional activities, media planning and media buying in
- Developing communication help desk and website (MoESTD website)
- Developing communication guidelines and other promotion materials
- Designing communication events.

6. Related Outputs

Under supervision of KE2 and KE3 and in cooperation with the Junior Communication Expert the Senior Communication NKE shall produce the following deliverables:

- Contribution in situation analysis of the Inception Report by 8 February 2019
- Draft of communication strategic framework (communication strategy) by 8 February 2019
- Proposal, delivery and evaluation of media campaign, including social media
- Draft of a communication guidance/toolkit and promotion material
- Proposals, delivery and evaluation of communication events
- Communication help-desk
- Project website.



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7. Timing and duration of mission/s

The assignment shall be implemented in Belgrade, Serbia, in the period January 2019 to December 2021, up to 200 working days. The number of days is subject to extension as needed.

8. Reporting

The expert will deliver monthly 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.

9. Expert profile

A Senior Non-Key Expert with the following qualifications and skills is required for this task:

Qualifications and skills

- University degree in a relevant field – education; social sciences; political sciences; journalism; public relations; psychology, languages etc. or equivalent 6 years of relevant specific professional experience following secondary education;
- Excellent communication, reporting and teamwork skills
- Good writing and editing skills in Serbian and English
- Fluency in written and spoken English
- Computer literacy

General professional experience:

- A minimum of 10 years of general professional experience in human resource or social development area

Specific Professional Experience

- A minimum of 5 years in public relations, promotion or similar assignments in the field of education
- Experience of coordinating design and production of promotional brochures/booklets and other promotional material
- Experience with the Serbian public sector would be considered an advantage
- Experience in an EU funded project and familiarity with visibility requirements of the European Union would be considered an advantage

Specific requirements for the assignment:

1. Leading the design of at least two media/communication/digital campaigns
2. Experience in developing at least one media plan
3. Experience in organising at least three events related to public awareness raising

Experts must be independent and free from conflicts of interest in the responsibilities defined by the Terms of Reference.

10. Evaluation of work

The expert's performance will be assessed by Key Experts 2 and 3, the Team Leader and the Beneficiary's representative.

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