

# REdiS 2030

## EU support to Reform of Education in Serbia

### ADVERTISEMENT

The Project is looking for:

**Senior Media Relations Non Key expert**

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

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

**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)

**Main tasks:**

NKE Senior Media Relations Expert will work with closely with the Project team and support the Project Key Expert 3 in:

- Participating in delivery of trainings to beneficiaries in awareness and communications activities, and communication tools and techniques.

Activity no	Activity/Tasks	Indicative input:	Expected deliverables <sup>1</sup> :
4.2.2	Training staff of public administrations in public relations and communication techniques: <ul style="list-style-type: none"> <li>- Training plan and material development</li> <li>- Trainings on public relations and communication techniques</li> <li>- Training reports</li> </ul>	2 days  6 days  2 days	<ul style="list-style-type: none"> <li>- Training plan and material developed</li> <li>- Trainings on effective public speaking held</li> <li>- Training report prepared</li> </ul>

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



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	Total number of working days	10 wd	

- Note:** For more information see the ToR
- Number of required experts:** One (1) Senior Non-Key Expert
- Duration of the assignment:** Up to a total of 10 working days
- Period of assignment:** November 2021 - March 2022.
- Place of assignment:** Belgrade, Serbia
- Working language:** English

#### Requirements for the position

##### Qualifications and skills:

- 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
- 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 communication, media and/or public relations.

##### Specific Professional Experience:

- **Minimum five (5), preferably seven (7) years of experience in one of the following fields:**
  - Development and delivery of the training programmes in the field of public speaking and media relations

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- *Work in the media sector that required public appearance and PR (such as press conferences, conducting interviews, reporting, hosting, etc.)*
- *Development or implementation of communication strategies/plans*
- *Implementation of public awareness campaigns*
  
- *Experience in delivery of media relations trainings for public sector institutions will be considered advantage*
- *Experience in donor - funded projects will be considered an advantage*

#### **Further requirements:**

The selected expert is not a Civil Servant or other staff of the public administration of the beneficiary country.

The deadline for application is:

**22 October 2021, 17:00**

Only short-listed applicants will be contacted.

Please submit the application: CV (EU format), relevant diplomas and employment certificates by email to: [snezana.pavlovic@weglobal.org](mailto:snezana.pavlovic@weglobal.org)

All applications will be considered strictly confidential.

For more information, please contact: [snezana.pavlovic@weglobal.org](mailto:snezana.pavlovic@weglobal.org)