

# **Capacity building for the alignment with the *acquis* in the area of, agriculture, rural development, food safety and phytosanitary policy**

EuropeAid/138038/DH/SER/RS



This project is funded by  
The European Union



The Republic of Serbia  
Ministry of Agriculture,  
Forestry and Water Management

## **Terms of Reference**

### **Senior Non-key Media & Communication Expert**

#### **1. Project Background**

The overall objective of the project is to improve the capacity of the MAWM to manage the process of integration with the EU policies in the agriculture and food sector.

Agriculture, rural development, food safety, veterinary and phytosanitary policy in the EU is regulated by several legal acts which can be transposed directly from European legislation. Their correct administrative application is crucial for the functioning of the Common Agricultural Policy and the EU internal market. The EU legislation from Chapter 11 may have a significant impact on the current policy support to agriculture in the Republic of Serbia.

Through the implementation of component 1, this project supports the MAFWM, Veterinary Directorate, Plant Protection Directorate, Agriculture Inspectorate, Ministry of Health and other bodies, stakeholders involved in the EU accession process with support in transposition of *acquis* and preparations for implementation of EU Food Safety, Veterinary and Phytosanitary Policy and the associated *acquis*. The project shall provide high quality expertise to the EU integration process in the Republic of Serbia for Chapter 11 and Chapter 12.

The project will have two-fold approach: (1) provide support to coordination and managing the process (2) provide technical (content-oriented) support and expertise on demand to the relevant structures in the MAWM and other institutions.

**Component 1.** Strengthened capacity to effectively administer and implement alignment of the Serbian agriculture and rural development with the Common Agricultural Policy in the process of EU accession (Chapter 11)

**Component 2.** Strengthening the MAWM and other relevant stakeholder's capacity to effectively administer and implement alignment of Food Safety, Veterinary and Phytosanitary Policy in the process of EU accession Chapter 12

#### **2. Reference document**

Terms of Reference of the Project: EuropeAid/138038/DH/SER/RS Capacity building for the alignment with the *acquis* in the area of agriculture, rural development, food safety and phytosanitary policy.

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### **3. Terms of Reference Relevance**

The assignment will contribute to the achievement of both components by providing expertise: to improve the communication with all relevant stakeholders in the areas of agriculture and rural development, food safety, veterinary, and phytosanitary policy;

and to

increase awareness of the TA project and related objectives and activities as foreseen in the Communication Strategy and Communication Plan for the accession negotiation process of both Chapter 11 and Chapter 12.

### **4. Assignment objective(s)**

In this respect the project needs the expert's support to and will be engaged in the following Project activities:

**Activity 1.4.3** Design and production of Communication tools (brochures, leaflets and other promotional material, etc.).

**Activity 2.4.3** Design and production of Communication tools (brochures, leaflets and other promotional material, etc.).

### **5. Main Tasks/Activities**

The Senior Communication NKE will support the TAT in the following services:

- To organise, support, coordinate and manage the participation of the TA Project at the 85th International Agricultural Fair that will be held in Novi Sad from 11th to 17th of May 2019;
- To increase the awareness of stakeholders and general public during the whole duration of the Fair presenting objectives, activities and expected results of the Project;
- Elaborate an overall communication and visibility plan covering all Project activities following brief review of communication practices of main beneficiary institutions, to identify and explore new potential communication channels and visibility tools;
- To participate on coordination meetings organized with relevant stakeholders related to the organization of the Agricultural Fair in Novi Sad;
- To support the TAT in the preparation of the content and design of the information and visibility material for the Project (Project identity) including roll ups, leaflets, notebooks, logo, etc. in coordination;

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- To prepare and carry out, in line with the developed Communication and Visibility plan, all requested actions needed for smooth implementation of the 85<sup>th</sup> International Agriculture Fair;
- The elaboration of design for and organisation of arrangements for production of agreed Project's visibility materials in coordination with TAT and Designer NKE
- The organisation support, coordination and management of Project's visibility events, such as (indicatively): opening/closing events, conferences, Agriculture Fair in Novi Sad, trainings, workshops, etc.
- In case of an ad-hoc situation, co-operate with the TL and the Project staff and execute, to the possible and agreed extent, necessary visibility actions for addressing the urgent needs of the main beneficiary.

## **6. Related Outputs**

Under supervision of the TAT the Senior Communication NKE shall produce the following deliverables:

- Assist in the organisation and relevant communication material in digital and paper format for the participation of the TA Project at the 85th International Agricultural Fair that will be held in Novi Sad from 11<sup>th</sup> to 17<sup>th</sup> of May 2019.
- Dissemination of information and promotion material ensuring visibility of this TA Project in line with the Communication and Visibility Manual for EU External Actions;
- Elaborated proposals on various types of project promotion material ensuring visibility of the Project funded by EU
- Support in raising Project related public awareness and organisation of visibility events
- Ensuring visibility of the TA Project during the whole duration of the Fair, including, if feasible, the participation at dedicated workshops or seminars.
- Preparing a detailed Mission report with attached a Follow-up document containing all the questions emerged during the meetings with visitors and the related delivered answers.

## **7. Timing and duration of mission/s**

The assignment shall be implemented in Belgrade, Serbia, in the period April 2019 to December 2019, up to 100 working days. The number of days is subject to extension as needed.

## **8. Reporting**

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The expert will deliver the 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.

- Draft of Mission Report with description of activities carried out and outputs provided, including all written deliverables, in the English language, shall be submitted by Senior NKE to the Team Leader of the Project for review and comments at the end of each mission.
- The report will be attached to the expert's timesheet signed by Team Leader and Senior NKE.

The Final Mission report shall be signed by the Team Leader responsible for endorsing the Report.

The Mission Report and all prepared documents shall be submitted in hard copy and electronic version to the Team Leader of the Project.

## **9. Expert Profile**

### *Qualifications and skills*

- University degree (in relevant fields preferably in communication /media/journalism)
- Proficiency in English language,
- Full Computer literacy (MS Office applications)

### *General professional experience*

- A minimum 5 years of professional experience in communication, publicity or marketing sector or social development area

### *Specific professional experience and requirements for the assignment*

- A minimum 3 years in public relations, promotion or similar assignments in the field of event management
- Experience audio-visual production and in innovative communication as immersive media (e.g. augmented reality) is an asset.
- Experience of coordinating design and production of promotional brochures/booklets and other promotional material
- Experience in an EU funded project and familiarity with visibility requirements of the European Union would be considered an advantage

## **10 Evaluation of work**

The expert's performance will be assessed by the TAT and the Beneficiary's representative.

## **11 Applications**

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Application letter and EU format CV, both in English, must be submitted by e-mail to [hr@weglobal.org](mailto:hr@weglobal.org) no later than 8 April 2019, titled: “Application for the position – Senior Non-Key Media & Communication Expert”.

References must be available on request.

Only short-listed candidates will be contacted.

The Project is an equal opportunity employer, in respect of the principles of good governance, sustainable development and gender equality.

All applications will be considered strictly confidential.

Advertised posts are not available to civil servants or other officials of the public administration in the beneficiary country, Serbia.