

Development of the System for the Management of Cohesion Policy

Terms of Reference for Assignment of a Senior Non-Key Expert on Communication and Visibility

1. Background

This assignment shall be carried out within the framework of the project “Development of the System for the Management of Cohesion Policy” financed by European Union under IPA III, whose Project Partner and Main Beneficiary the Ministry of European Integration (MEI).

The Project started on 11 July 2019 and will run until 10 July 2024. **The Contracting Authority** for the above-mentioned project is the **EU Delegation to the Republic of Serbia (EUD)**. The Contractor is **GIZ Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in consortium with Mott MacDonald, Archidata and Ismeri**.

The overall objective is to prepare the Serbian public administration for the effective implementation of the EU Cohesion Policy in the Republic of Serbia. The contract aims to build and improve the capacities of all relevant stakeholders for timely and efficient preparation, implementation, monitoring and evaluation of programmes and projects supported by the Structural Funds and the Cohesion Fund.

The results to be achieved by the Contractor are as follows:

Result 1: Legal and institutional framework for the implementation of EU Cohesion Policy in place.

Result 2: Relevant planning and programming documents for IPA III multi-annual programming prepared.

Result 3: Capacities of institutions and bodies nominated for preparation / implementation of multi-annual Operational Programmes under IPA with a view of their future role under Cohesion Policy, as well as partners and potential beneficiaries at national level, and as appropriate at sub-national level, increased via Capacity Building programme.

The Project started on 11 July 2019 and was extended until 10 July 2024 to accommodate the new approach by the European Commission aiming at accelerating convergence on the current IPA structures to the management systems used in EU Member States that benefit from Cohesion Policy funds, through the introduction of Operational Programmes under IPA III in the period 2021-2027.

The assignment of the Senior Non-Key Expert on Communication and Visibility shall be framed within Component 3 focusing on increasing the capacities of institutions, partners and potential beneficiaries nominated for preparation and implementation of IPA III and Cohesion Policy programmes. One of the activities within this component is to support the Beneficiary in introduction of Cohesion Policy page on existing web site and its regular update. Implementation of the activity was delayed since currently the new website of the Ministry of European Integration is being created and finalization of the work is expected by the end of 2024. Taking this into

consideration, it was agreed with the Beneficiary that the project team will prepare the set of materials on Cohesion Policy as well as IPA III Operational Programmes, such as articles, brochures, newsletters, guides, infographics, short videos, animations and other visually attractive materials to be published on the MEI web page once it will be finalised.

The assignment of the Senior Non-Key Expert on Communication and Visibility aims at the implementation of the a/m project activity in the period March – July 2024.

The expert might also support other project experts in developing the communication strategies for two multi-annual Operational Programmes under IPA III: Operational Programme Environment and Energy for Serbia 2024-2027 and Operational Programme Employment, Skills and Social Inclusion for Serbia 2024-2027. Both programmes were prepared by the Serbian administration and submitted to the European Commission in February 2024 within the Component 2 of the project related to preparation of relevant planning and programming documents for IPA III multi-annual programming. Activity 2.4. of this component stipulates that the project should support the Beneficiary in preparation of communication strategy/visibility rules for Operational Programmes in accordance with the EU legal framework and relevant guidance.

2. Approach

The selected Non-Key Expert shall take into consideration the relevant EU Regulations related to the Cohesion Policy and IPA III implementation in the period 2021-2027 as well as national Serbian legislation and other documents, including the Action plan adopted by the Government of Serbia in April 2019, IPA III OPs and any other relevant documents provided by the Beneficiary and/or Project Team. Moreover, the Expert shall familiarise with the documents already developed within the Project in relevant for the assignment.

For performing the a/m tasks, the Expert shall work in close cooperation with the Team Leader, Senior Non-Key Expert on Planning, Programming and Capacity Building and the Senior Non-Key Expert on Partnership and Capacity Building.

The Expert shall ensure that implementation of the assigned activities will comply with the following provisions under the Terms of Reference for the project:

“The Contractor must ensure that all of the activities, informational and communicational, are designed to raise the awareness of specific or general audiences in the country or region concerned, and in line with the Communication and Visibility Manual for EU External Actions, available at: <https://ec.europa.eu/europeaid/fundiim/communication-and-visibility-manual-eu-external-actions-en>.

In all public communication actions, and visibility materials produced, the Contractor should make due note of the European Union as the donor. Any public communication activity should be in advance coordinated with the EU Delegation, and visibility materials should be sent to the Delegation for approval prior to its production and publishing”.

3. Description of assignment

On the basis of the approach outlined in the previous section, the Expert shall ensure the planning and implementation of the required activities, including:

- Output 1: Proposal of materials to be prepared for the web site of the Ministry of the European Integration related to the EU Cohesion Policy and IPA III Operational Programmes. The proposal should include the list of materials and visibility products on the EU Cohesion Policy and IPA III Operational Programmes, such as brochures, newsletters, films, videos, infographics, animations, etc. The proposal should be discussed with the relevant staff of the Ministry and the final list of the promotional and information materials should be delivered to the Ministry.
- Output 2: The information and promotional materials specified in the Output 1 should be developed and submitted to the Ministry. The Expert will be responsible for preparation and/or supervision of development of the materials in accordance with the rules and conditions included under the Chapter 2 “Approach” above.

If requested, the Expert might be involved in other project activities related to communication and visibility, including the preparation of communication strategies for two multi-annual Operational Programmes under IPA III.

The Expert shall work under the coordination of the Team Leader. He/she shall prepare and deliver to the Team Leader brief monthly reports (using the Project template) which describe the work conducted in relation to communication activities and put forward recommendations that can be made to the Beneficiary from the expert’s perspective.

4. Expert profile

SENIOR NON-KEY EXPERT ON COMMUNICATION AND VISIBILITY

Required Qualifications and Skills

University Degree (or Master/PhD) in humanities, journalism, public relations and any other relevant subjects.

Serbian native language and fluency in both written and spoken English.

Computer literacy (MS Office including Excel, PowerPoint, Internet).

Very good organisational, communication, and reporting skills.

Strategic and creative mindset.

General Professional Experience

Min. 8 years relevant professional experience.

Proven experience in the development of a wide range of communication tools, such as brochures, newsletters, films, videos, infographics, animations etc.

Proven experience in the management of web sites and social media tools for professional purposes.

Proven experience in content writing for media platforms.

Specific Professional Experience

Min. 5 years of specific experience in development of a wide range of promotional materials (such as brochures, newsletters, films, videos, infographics, animations, films, videos)

Min. 5 years' experience with visibility and communication of Donor's funded Projects.
Min. 2 projects as Visibility / Communication Officer of EU funded Project.
Experience in communication strategies development will be an asset.

4. Location, duration, (provisional) start/end date

Location: the expert will be working in Belgrade, Serbia, at Project Office and other locations in Belgrade,
Starting/ending date: March – July 2024
Total number of working days: up to 70.

Elaborated by: Danuta Jablonska

Date: 08/03/2024, Version: 1; 14/03/2024, Version 2; 15/03/2024, Version 3

Please send your applications on e-mail: nikola.bajski@giz.de