



This project is funded by
the European Union

Prevention and Fight against Corruption



Republic of Serbia
MINISTRY OF
JUSTICE



TERMS OF REFERENCE	
CONTRACT NO:	2017/386-597, PREVENTION AND FIGHT AGAINST CORRUPTION
OBJECTIVE (S)	SUPPORT THE IMPLEMENTATION OF ACTIVITIES RELATED TO REDUCE CORRUPTION IN VULNERABLE AREAS (HEALTH SECTOR, TAXATION AND CUSTOMS, EDUCATION, THE STANDING CONFERENCE OF TOWNS AND MUNICIPALITIES (SCTM), THE PRIVATIZATION PROCESS, PUBLIC PROCUREMENT AND POLICE)
EXPERT CATEGORY:	SENIOR NON-KEY EXPERT (3 POSITIONS)
POSITION:	<ol style="list-style-type: none"> 1. SNKE: COMMUNICATION AND PR EXPERT (2 POSITIONS) 2. SNKE: COMMUNICATION EXPERT – MEDIA APPEARANCE SKILLS
RESULT (S):	RESULT 2 - PREVENTION OF CORRUPTION
ACTIVITY NO:	<ul style="list-style-type: none"> • 2.3: RAISING AWARENESS ON MEASURES AND RESULTS ACHIEVED IN AREA OF FIGHT AGAINST CORRUPTION THROUGH ALL PERIOD OF PROJECT IMPLEMENTATION; <ul style="list-style-type: none"> ○ 2.3.1: COMMUNICATION SKILLS AND PUBLIC PRESENTATION TRAININGS
DAYS ALLOCATED:	105 W/D IN TOTAL FOR ALL EXPERTS (35 EACH) <ul style="list-style-type: none"> • 20 W/D FOR EACH SNKE (BASIC TRAINING) • 15 W/D FOR EACH SNKE ("REFRESHER" TRAINING)
LOCATION:	SERBIA
START/END OF THE TASKS	DECEMBER 2018 – MARCH 2019 AND SEPTEMBER -NOVEMBER 2019

I. Background

1.1 Beneficiary country

Republic of Serbia

1.2 Contracting authority

European Union Delegation in the Republic of Serbia.

2.1.1 Relevant Project Background

2.1.2 Project Purpose

To strengthen national mechanisms for prevention and fight against corruption in accordance with the National Anti-Corruption Strategy and Action Plan for Chapter 23.

2.1.3 Overall Objective

Improve overall efficiency in the fight against corruption and reduce all forms of corruption.

2.1.4 Specific objective(s)

- Improve general communication abilities of selected stakeholders' representatives in internal and external communication, PR and public speaking skills relevant for their service delivery in the overall process of reducing corruption.
- Carry out comprehensive and effective trainings that include advices, tools and techniques in creation of message boxes and advices on how to react when crisis communication is required.
- Provide advices to stakeholders' representatives on how to deal with media inquiries and how to improve relations with media so to secure transparency and public support for activities aiming to reduce corruption.

II. Scope and content of the assignment

A consistent and clear communication to the wider public is a key element for raising the awareness on the prevalence of corruption; for strengthening the legal and policy framework and for promoting the availability of protective and preventive mechanisms and procedures for those promoting anti-corruption activities. The recommendations given by the new law represent a valuable resource which however requires further public promotion.

Leaders and communicator included in these trainings shall be introduced with techniques adequate to the new media layout in Serbia, current structure of the Serbian audience and changes that social media made in the sphere of information and communication society. These factors brought new communication environment where well-known old-style responses (press releases, statements etc.) do not guarantee effectiveness and do not offer satisfactory results in communication.

The capacity of leaders and communicators included in the process would be further developed by ensuring their better direct and indirect communication with the public, media and citizens at local, regional and national level. It is inevitably important to recognize a need to improve their capacities with respect to communication and public speaking skills, including addressing on TV as the most frequent communication form in Serbian public arena. It was recommended to organise the communication workshop (as part of the training) for the staff in internal communication module which is equally important in securing coherent and effective communication.

This objective will be met by implementing five two-day training on communication (internal and external) and public speaking skills (including TV appearance) for the staff of the TOK, SBPOK and others in November and December 2018. The methodology will include training needs of the staff of beneficiaries identified by the project representatives, additional requirements from stakeholders, drafting the concept for training, including objectives, contents and modalities; designing the training plan and agenda, collecting resource materials, and providing recommendations and guidelines for public speaking.

As the outcomes of this activity, it is expected that the public standing and the recognition of those involved in anti-corruption process (in public) would be significantly raised, while the communication and public speaking skills of leaders and communicators would be increased and modernized.

Performed under the overall supervision of the Team Leader the contribution of the requested Senior Non-Key Experts-Communication NKE Experts will address the following activities within the implementation phase:

Tasks	Deliverables
Develop Communication Training Plan	
1. Hold meeting with TL and Project's Senior and Junior Communication Experts to define the methodology and content of training modules with	1. Brief summaries of the meetings and review of the training proposals. 2. Training plan including materials, and draft

<p>experience gained by the project.</p> <p>1b. Collect inputs from the TAT and Beneficiary on communication experience and eventual proposals from leaders and communicators on modalities of the training needs.</p> <p>1c. Develop training plan on internal and external communication, public speaking, crisis communication, message creation and public and TV appearances, with particular attention on activities related to implementation of new anti-corruption law and its promotional forms relevant for the Serbian public.</p>	<p>timeline of activities.</p>
CONDUCT 5 TWO-DAY BASIC TRAININGS WITH SELECTED LEADERS AND COMMUNICATORS	
<p>2. The NKEs will conduct 5 two-day basic trainings according to the agreed training plan in: Belgrade (two groups), Kraljevo, Nis and Novi Sad.</p> <p>2a. The NKEs will coordinate trainings with TL and Communications Experts to ensure leaders and communicators are properly selected and timely informed about the training.</p>	<p>3. Summary of the trainings conducted;</p> <p>4. Lists of participants.</p>
Mission report	
<p>At the end of mission, the joint NKEs Mission report shall be delivered.</p>	<p>5. NKEs Mission Report prepared and submitted to TL no later than 10 working days after the assignment is completed;</p> <p>6. All training materials and A/V material produced during the trainings shall be attached to mission report.</p>
CONDUCT 5 TWO-DAY "REFRESHER" TRAININGS WITH LEADERS AND COMMUNICATORS	
<p>3. The NKEs will conduct 5 two-day "refreshment" trainings according to the agreed training plan in: Belgrade (two groups), Kraljevo, Nis and Novi Sad.</p> <p>3a. The NKEs will coordinate trainings with TL and Communications Experts to ensure leaders and communicators are properly selected and timely informed about the training.</p>	<p>7. Summary of the trainings conducted;</p> <p>8. Lists of participants.</p>
Mission report	
<p>At the end of mission, the joint NKEs Mission report shall be delivered.</p>	<p>9. NKEs Mission Report prepared and submitted to TL no later than 10 working days after the assignment is completed;</p> <p>10. All training materials and A/V material produced during the trainings shall be attached to mission report.</p>
<p>4. The project team (Team Leader and Communication Experts) will coordinate the activities and arrangements of NKEs needed to fulfil the assignment under the ToR. NKEs will coordinate all activities under the ToR with Project team including participation in hiring professional video service (one cameraman with full A/V equipment able to provide necessary conditions for public speaking training and training in TV appearance techniques).</p>	

VI. Qualification and skills:

1. SNKE: COMMUNICATION AND PR EXPERT (2 POSITIONS)

General professional experience

- University degree in Communication /social sciences or any other appropriate discipline for this assignment;
- Not less than 7 years professional experience relevant to the assignment with at least 5 years in creation and execution of communication strategies, public relations and media management.

Specific professional experience

- Must have direct experience and demonstrate concrete results in providing professional guidance and support in designing, carrying out and assessing public perception, public appearance and institutional communication forms;
- Demonstrated experience in carrying out public relations, media internal and external communication disciplines would be considered as advantage;
- Experience in supporting institutional communication and flexibility in adjusting training needs to the implementation of anti-corruption measures or in the sphere of public sector communication would be an advantage;
- Excellent knowledge of local, regional and national media in Serbia;
- Experience in creating and implementing training designed to improve ability to communicate with media and general public;
- Have previous hands-on experience in development and implementation of short-term strategies in media relations;
- Teamwork and good communication skills;
- Fluency in English is required. Knowledge of Serbian is obligatory.

2. SNKE 2: COMMUNICATION EXPERT – PUBLIC APPEARANCE IN MEDIA SKILLS

- University degree in Communication /social sciences or any other appropriate discipline for this assignment;
- Not less than 7 years professional experience relevant to the assignment with at least 5 years in journalism and public speaking with specific experience on TV.

Specific professional experience

- Must have direct experience and demonstrate concrete results in providing professional guidance and support in public speaking and public appearance;
- Demonstrated experience in carrying out public appearances, media techniques and TV appearances would be considered as advantage;
- Experience in journalism and TV formats would be strong advantage;
- Excellent knowledge of interviewing and reporting techniques;
- Experience in providing trainings designed to improve ability to communicate with media specifically for on camera interviews;
- Teamwork and good communication skills;
- Fluency in English is required. Knowledge of Serbian is obligatory.

Application

* apply via e-mail to stevan.stepanovic@pwc.com

**apply only with CVs in Europass form (include supporting documents for relevant experience stated in your CV) and specify for which concrete position you are applying for

***Please note that only short-listed candidates will be contacted