



Evaluation and Monitoring of the Sector Reform Contract for Education Reform in Serbia

This project is funded by the European Union



1.1 DESCRIPTION OF THE ASSIGNMENT – Senior Non Key Awareness Raising Expert

<p>Main task</p>	<p>Overall goal</p> <p>Support the assessment of the compliance of the Ministry of Education, Science and Technology Development (MoESTD) with the General and Specific Conditions for the release of fixed and variable tranches as set out in the Annex I a of the Financing Agreement for the "Sector Reform in Contract for Education Reform in Serbia strengthening links with employment and social inclusion" and to provide recommendations to the EU Delegation to the Republic of Serbia on the achievement of the indicators for the fixed and variable tranches and the value of the tranches to be disbursed.</p> <p>The purpose of the mission is to give support to the development of a comprehensive and relevant inception report and second pre-assessment report focused on variable targets of above mentioned Financing Agreement, ensuring</p> <ol style="list-style-type: none"> 1. The EU Delegation to Serbia is capable of determining the extent of progress achieved in the implementation of reforms in the education reforms, and specifically of the Sector Reform Performance Contract 2. The EU Delegation to Serbia is capable of conducting an informed policy dialogue under the Sector Reform Performance Contract, including the issues of Roma inclusion and education in minority languages. <p>Immediate objectives</p> <p>The main expected outcome of this assignment is implementation of the education campaign in close cooperation with KEY Expert 2 and the EUIC/EUD:</p> <ol style="list-style-type: none"> 1. Preparation of the media plan for campaign 2. Media clipping report (during and after campaign implementation) 3. Writing news and articles related to campaign activities 4. Drafting report about campaign implementation with special focus on communication indicators achieved
<p>Input</p>	<p>The expert will support the project team in its effort to according to the ToR.</p>
<p>Outputs</p>	<ol style="list-style-type: none"> 5. Media plan developed 6. Media clipping report prepared 7. Communication indicators report delivered <p>At the end of each assessment mission, the expert will deliver:</p> <ol style="list-style-type: none"> 8. Timesheets (one per calendar month); 9. The report related to promotional activities, events and other visibility activities conducted as part of the assignment including press clipping, photographs and links available on Internet.
<p>1.2 EXPERT PROFILE</p>	
<p>Profile</p>	<p>The expert will have:</p> <p>Qualifications and skills</p> <ul style="list-style-type: none"> • University degree in a relevant field – social sciences, political sciences, journalism or public relations, or equivalent 6 years of relevant experience following secondary education in addition to the years of



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	<p>general professional experience,</p> <ul style="list-style-type: none"> • Excellent communication, reporting and teamwork skills; • Good writing and editing skills in Serbian and English; • Fluency in written and spoken English. <p>General professional experience:</p> <ul style="list-style-type: none"> • A minimum of 6 years, but preferably 8 years of experience in public relations, promotion or similar assignments <p>Specific Professional Experience</p> <ul style="list-style-type: none"> • Experience in at least two (2) work assignments in designing and/or implementation of public awareness campaigns and/or organization of promotional events, conferences, around tables etc.; • Experience in maintaining contacts with media on local and national level – at least two (2) assignments; • Experience in writing, design and/or production of promotional material and items e.g. brochures/booklets) – at least two (2) assignments; • Experience in an EU funded projects and familiarity with visibility requirements of the European Union would be considered an advantage
1.3 DURATION AND LOCATION	
Duration	The assignment will be implemented in the period November – December 2020 up to 23.5 man days
Location	Project office