



Terms of Reference (ToR) for a Short-Term assignment No. 1

Technical assistance requested:	One (1) Junior Non-Key Expert on Communication and Visibility
Project Title:	Policy and Legal Advice Centre (PLAC IV)
Ref:	NEAR/BEG/2023/EA-RP/0175
Service Contract No:	(CRIS) 2024/453-315
Main beneficiary:	The Ministry of European Integration (MEI)
Content of the assignment:	Technical assistance to ensure the enforcement of visibility, communication and sharing of information related to implementation of activities and delivery of outputs in the context of PLAC IV project
Budget Line/Expert category	Non-Key Short Team Junior Expert
Duration of the assignment	60 working days

1. Background information in relation to PLAC IV project

The overall objective of the PLAC IV is for the Serbian administration to effectively conduct accession negotiations and successfully manage overall EU integration and pre-accession assistance geared towards EU membership.

The purpose of the project is: "to achieve a high level of effective alignment of national legislation with the Union acquis and its implementation".

PLAC IV should achieve 2 results:

- R1: Enhanced compatibility of national legislation with EU legislation and its effective implementation.
- R2: Enhanced capacities of relevant national structures for successful carrying out of accession negotiations

In general, information, visibility and communication play an important role in making the EU more transparent and accessible, both to citizens within the EU members and candidate countries. The importance of developing a strong communications culture and improving communications techniques and networks to bring the EU closer to the citizens has been increasingly emphasised recently. In achieving this, promoting best practices and real results of specifically the projects being implemented

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which are funded by the EU is crucial.

In versatile and complex project like this one, where several sectors are covered by implementation of project activities in accordance and in compliance with appropriate communication messages and tools is of primary importance.

The messages and tools to be utilized during project shall ensure that the thematic information is communicated effectively and appropriately with the relevant target groups. Therefore, the main goal pursued with the development of an overall communication and visibility plan and its implementation is to inform the main beneficiary, stakeholders, target groups and the general public with the greatest possible accuracy about the objectives and results of the project and its impact.

2. Description of the assignment

a. Specific objectives

The specific objective of this assignment is to elaborate and implement an overall communication and visibility plan to ensure communication and information on and visibility of PLAC IV project (hereinafter: the Project) activities and promote the relevance and substance of Project activities and its outputs in the context of national legal harmonisation and accession negotiation by Serbia for integration to EU.

b. Requested services

The requested Junior NKE is expected to provide the following services:

a) Elaborate an overall communication and visibility plan covering all Project activities following brief review of communication practices of recently finished PLAC III project and of main beneficiary institutions, to identify and explore new potential communication channels and visibility tools;

b) Meet with key stakeholders to identify needs and discuss the realistic modalities for implementing communication and visibility activities in relation to the Project;

c) Prepare Project documents templates;

d) Prepare Project related visibility materials and contribute to the Project Reports by providing relevant input concerning communication and visibility;

e) In accordance with communication and visibility plan, prepare and execute all necessary actions needed for smooth implementation of the plan, such as (non-exhaustive list):

- The elaboration and updating of Project web site, LinkedIn profile and/or other social network profile
- The elaboration of design for project's visual identity (including logo) and organisation of arrangements for production of agreed Project's visibility materials
- The organisation support, coordination and management of Project visibility events, such as (indicatively): opening/closing events, conferences, information sessions (e.g. organised for wider audience of main beneficiary representatives after each Project Steering Committee), trainings, retreats, workshops, expert interviews, publication of articles, etc.

f) In case of an ad-hoc situation, co-operate with the TL and the Project staff and execute, to the

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c. Outputs

The outputs delivered by the NKE shall be, as follows:

- An overall communication and visibility plan covering all Project activities which will be annexed to the Inception Report
- Project website and selected social network profile(s) providing most relevant and up-to-date information regarding Project activities and its outputs
- Design of PLAC IV visual identity (including logo)
- 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
- Drafts and final version of text and/or analytical data and information in the context of visibility, information and communication and serving as input to various Project Reports.

d. Reporting

The NKE shall provide the following reports by using the templates of the Project:

- Brief Mission Report with description of activities and outputs provided, at the end of each month, in which tasks under this assignment have been carried out,
- Final Mission Report, no later than 1 week after completion of tasks under this assignment. This report will include description of all activities and outputs provided by the NKE in the context of this assignment.

Submission of reports:

- All reports prepared in the relevant quality shall be submitted to the Project Team Leader for review, comments and final approval. The reports shall be signed by the NKE and the Team Leader, responsible for endorsing the reports.
- The reports and all prepared documents shall be submitted in hard copy and electronic version to the Team Leader of the project.

e. Specifics

The Junior NKE shall collaborate with the Project Technical Assistance Team on the preparation and implementation of communication and visibility plan targeting different audience such as MEI, DEU, Line Ministries etc. The NKE's activities and outputs mentioned above may be adjusted by the Team

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this project is funded by the European Union Leader at any stage in the implementation of the Project, depending on the evolving needs of the Project and main beneficiary.

The Junior NKE shall ensure that communication and visibility plan and all relating actions proposed and implemented are aligned with the “Communication and Visibility Manual for EU External Actions”. The Junior NKE shall closely coordinate the activities proposed with DEU press office, MEI staff in charge of public relations, DEU task manager, EU Info Centre and other, as relevant, to ensure that aspects related to implications of EU integration for Serbia are incorporated into all activities carried out by the Project.

3. Expert’s input

Total working days	60 working days (WDs) have been planned for this assignment. Additional number of WDs may be allocated for this ToR, should the needs of the main beneficiary require an extension for the activity areas mentioned in this ToR.
Period of the assignment	June 2024 – June 2026
Starting day	It is expected that the work will be performed from June 2024 onwards. However, exact starting date will be agreed at the later stage.
Location/place of assignment	The base of operation will be in Belgrade, Serbia and office facilities will be provided by the Project.
Working language	English

4. Expert’s profile

Qualification & skills (25 points)	<ul style="list-style-type: none"> • Relevant university degree, preferably in fields related to public relations, communication policies and practices • Excellent analytical, interpersonal and communication skills
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	<ul style="list-style-type: none">• Proficiency in English language• Computer literacy (MS Office applications)
General professional experience (25 points)	<ul style="list-style-type: none">• Minimum 3, preferably 5 years of relevant professional experience• At least 2 years of experience in the required area of expertise (i.e. in the area of communication and visibility)
Specific professional experience (50 points)	<ul style="list-style-type: none">• Experience in implementation of communication and visibility activities of at least 2 EU funded projects

5. Applications

Applications (EU format CV and application letter, both in English) need to be submitted by e-mail to domi@ibf.be with a copy to bortolameazzi@ibf.be than 17:00 hrs, 14 June 2024, titled: "Application for the position – Junior Non-Key Expert on Communication and Visibility"

References must be available on request. Only short-listed candidates will be contacted.

The Project is an equal opportunity employer that encourages applications from women and minorities. All applications will be considered strictly confidential.

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

For more information, please contact Project Director at IBF: bortolameazzi@ibf.be .

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