

Support to Education Policy

Contract no: 2024/458-683

ADVERTISEMENT

5. Junior Non-Key Expert on digital media and event management

Background:

Project Title: Support to Education Policy

Contract no: 2024/458-683

Main beneficiary: Ministry of Education (MoE)

The overall objective of the project:

The overall objective (Impact) to which this action contributes is bringing about the broad, long-term change in the political, social, economic and environmental context by assisting the Government of Serbia to implement reforms in the field of education as foreseen in the national strategic documents and international commitments.

Purpose of the project:

Strengthening institutional and human capacities of key institutions in the education sector to manage comprehensive education reform; and timely, efficient and effective coordination and implementation of the Sector Reform Performance Contract (SRPC)

The specific objective of the project:

The specific objective (Outcome) of this contract is to strengthen institutional and human capacities in the education sector to manage and coordinate a timely, efficient and effective implementation of sector policies (Education reform).

Main tasks and duties:

Junior Non-Key Expert will work closely with the Project team and support the Team Leader in the delivery of activities and outcomes listed in the table below.

The JNKE will, throughout his/her engagement, consider and if appropriate rely on the outputs of the REDIS 1 project.

Activity	Sub-Activity	Indicative tasks	Indicative input:	Expected deliverables:
3.1.1	3.1.1.1	<ul style="list-style-type: none"> Support reviewing of best practices, data and existing analyses Support stakeholders' consultations 	5 wd	<ul style="list-style-type: none"> Contributing to the preparation of Situation Analysis Report
3.1.1	3.1.1.3	<ul style="list-style-type: none"> Contributing to the design of the preliminary concept (target audience, tools, media, etc.) for selected campaign topics Supporting campaigns' implementation Supporting preparation of the report on each campaign implementation 	22 wd	<ul style="list-style-type: none"> Contribution to the overall campaigns' design for selected topics provided Campaign outputs Contribution to the preparation of Communication campaign reports provided
3.1.1	3.1.1.4	<ul style="list-style-type: none"> Design and maintain a social media campaign Supporting organisation of promotional events (communication with press service of EUD and MOE, EU info Centre, media statements drafting, further dissemination, etc.) Identification and dissemination of good practice examples and success stories 	22 wd	<ul style="list-style-type: none"> Report on social media campaign implementation Support provided in events organisation (networking with relevant actors and media statements) Success stories and good practice examples disseminated
3.1.2.	n/a	<ul style="list-style-type: none"> Coordination of communication efforts with other donor projects in education 	5 wd	<ul style="list-style-type: none"> Minutes from coordination/meetings with other donor-funded projects in education
3.1.3	n/a	<ul style="list-style-type: none"> Updating MoE's website with additional content 	10 wd	<ul style="list-style-type: none"> MoE's website updated with new content
3.1.5	n/a	<ul style="list-style-type: none"> Updating the IEQE Examination Centre website with additional content 	15 wd	<ul style="list-style-type: none"> IEQE Examination Centre website updated with new content

3.1.6	n/a	<ul style="list-style-type: none"> Preparation of materials to promote EMIS to the target audience 	4 wd	<ul style="list-style-type: none"> Materials for EMIS promotion
3.1.7/3.2.4	n/a	<ul style="list-style-type: none"> Contributing to the training programme development, delivery and report preparation Contribution to the preparation and delivery of Study visits programmes developed Supporting implementation of 3 study visits 	15 wd	<ul style="list-style-type: none"> Contribution to the report on the delivered training programme delivered Support to the preparation of 3 study visits programmes and delivery provided
3.2.2	n/a	<ul style="list-style-type: none"> Training/coaching programme prepared Training/coaching programme delivered Training/coaching report preparation 	10 wd	<ul style="list-style-type: none"> Training/coaching programme and material developed Training/coaching delivered Report on training/coaching session(s)
3.2.3	n/a	<ul style="list-style-type: none"> Development of Instructions for web page maintenance Training programme prepared Training programme delivered Training report preparation 	15 wd	<ul style="list-style-type: none"> Instructions for webpage maintenance Training programme Training delivered Report on training
Total			123 wd	

Qualifications Required:

Qualifications and skills:

- A University Degree (where a university degree has been awarded on completion of three years of study in a university or equivalent institution) or at least 3 years of relevant professional experience in addition to General Professional Experience
- Proficiency in written and spoken English
- Have excellent oral and written communication and analytical skills
- Have excellent team working abilities
- Strong communication and presentation skills and the ability to transfer his/her knowledge effectively

- Knowledge of Serbian language (or other local languages- Bosnian, Croatian, Montenegrin) will be considered as an advantage

General Professional Experience:

- Six (6) years of proven professional experience in Communications, Visibility, Awareness Raising, Journalism or Public Relations.

Specific Professional Experience:

Minimum three (3), preferably five (5) years of experience in any of the following fields:

- Designing and/or implementation of digital media campaigns
- Experience in social networking and social media monitoring
- Experience in development of online content
- Experience in lecturing/training in the field of PR, community management, online marketing, copyrighting etc. will be considered an advantage
- Experience in EU/donor-funded projects and familiarity with visibility requirements of the European Union will be considered an advantage

Logistics and Timing

The activities are planned to be carried out *in the period of* **March 2025 until November 2027.**

The exact starting date will be agreed at a later stage, pursuant to the expert's approval by the Contracting Authority.

The number of working days foreseen for this assignment is up to **123**.

The selected expert is not a Civil Servant or other staff of the public administration of the beneficiary country.

The deadline for application is:

21 March 2025, 17:00

Only short-listed applicants will be contacted.

Please submit the application: CV (EU format), relevant diplomas and employment certificates by email to: snezana.pavlovic@weglobal.org; bojana.boskovic@weglobal.org

All applications will be considered strictly confidential.

For more information, please contact: snezana.pavlovic@weglobal.org