

Support to Education Policy

Contract no: 2024/458-683

ADVERTISEMENT

Senior Non-Key Expert in Communication and Awareness Raising

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:

Senior 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 SNKE 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"> Review of existing communication materials Review of best practices, data and existing analyses Stakeholders' consultations Preparation of the Report 	5 wd	<ul style="list-style-type: none"> Situation Analysis Report
3.1.1	3.1.1.2	<ul style="list-style-type: none"> Stakeholders' consultations Drafting Communication Strategy Updating AP templates and Drafting annual Action Plans 	5 wd	<ul style="list-style-type: none"> Updated Communication Strategy Action plan 2025 Action plan 2026 Action plan 2027
3.1.1	3.1.1.3	<ul style="list-style-type: none"> Consultations with the stakeholders on potential campaign topics Design of the preliminary concept (target audience, tools, media, etc.) for selected campaign topics and its integration into the Communication Strategy Supporting campaigns' implementation Preparation of the report on each campaign implementation 	21 wd	<ul style="list-style-type: none"> Overall campaigns' design for selected topics Campaign outputs Communication campaign reports
3.1.1	3.1.1.4	<ul style="list-style-type: none"> Provide overall design for a social media campaign Provide overall guidance for organisation of promotional events Monitor and support identification of good practice examples and success stories 	4 wd	<ul style="list-style-type: none"> Report on social media campaign implementation Guidance provided in events organisation Success stories and good practice examples identified
3.1.2.	n/a	<ul style="list-style-type: none"> Identification of tools for the promotion of visibility of EU support to education reforms Coordination of communication efforts with other donor projects in education 	2 wd	<ul style="list-style-type: none"> Visibility tools designed, produced and implemented

3.1.3	n/a	<ul style="list-style-type: none"> Provide overall guidance and monitoring for updating MoE's website with additional content 	2 wd	<ul style="list-style-type: none"> Guidance for MoE's website updated with new content provided
3.1.5	n/a	<ul style="list-style-type: none"> Provide overall guidance and monitoring for updating the IEQE Examination Centre website with additional content 	2 wd	<ul style="list-style-type: none"> Guidance for IEQE Examination Centre website updated with new content provided
3.1.6	n/a	<ul style="list-style-type: none"> Provide overall guidance for preparation of materials to promote EMIS to the target audience 	1 wd	<ul style="list-style-type: none"> Guidance for preparation of materials for EMIS promotion provided
3.1.7/3.2.4	n/a	<ul style="list-style-type: none"> Training programme development Training programme delivered Training report preparation Selection of national and local media outlets Study visits programmes developed Preparation of 3 study visits reports 	10 wd	<ul style="list-style-type: none"> Report on the delivered training programme Media outlets selected 3 study visits programmes Report on 3 study visits
3.2.2	n/a	<ul style="list-style-type: none"> Identification of the staff in the respective institutions TNA analysis Provide guidance for training/coaching programme preparation 	2 wd	<ul style="list-style-type: none"> Training needs assessment as part of TNA report Guidance provided for training/coaching programme and material development
3.2.3	n/a	<ul style="list-style-type: none"> Identification of the staff in the respective institutions TNA analysis Provide guidance for training programme preparation 	2 wd	<ul style="list-style-type: none"> Training needs assessment as part of the TNA report Guidance provided for training programme preparation
Total			56 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)
- 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:

- Twelve (12) years of proven professional experience in Communications, Visibility, Awareness Raising, Journalism or Public Relations

Specific Professional Experience:

Minimum five (5), preferably seven (7) years of experience in:

- experience in design and/or implementation of awareness raising activities in the field of human resource and social development sector (i.e. employment, labour market, education, social inclusion, health and youth or similar);
- Organisation of a variety of events, such as workshops, conferences, round tables, training sessions, opening/closing events, etc.
- Experience in developing communication strategies/awareness raising campaigns/press and/or media related activities in education sector 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 **56**

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.



Republic of Serbia
Ministry of Education

This project is funded by
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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