# Terms of Reference

# Senior Non-Key Expert – Communication and Visibility Expert

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| **Project Overall Objective** |
| The overall objective of the project is to support the ongoing educational reform in bringing about the broad, long-term change in the political, social, economic and environmental global context which will stem from interventions as a response to the mismatch of labour supply and labour market needs.  The purpose of the project is:   * To improve the quality, relevance and accessibility of non-formal adult education in Serbia. |
| **Scope of Work and Outputs Requested** |
| Area of Expertise – The Communication and Visibility Expert will support the EU funded project “Increased offer and diversification of accredited non-formal training courses and adult training providers” to effectively operate its core functions in the course of project implementation. The Expert will have hands-on experience in   * planning, organisation and implementation of visibility and promotion activities.   Areas of Responsibility- The expert will work closely with Team Leader, Key Expert 2 and Key Expert 3, other experts, Project staff and other project stakeholders to ensure implementation of visibility and promotion activities.  The expert will work on organisation and facilitation of promotional and visibility events of the project - preparation of agenda, invitation of participants, logistical arrangements, invitation of press representatives, etc. All materials are to be prepared in accordance with EU visibility guidelines.  The project activities the expert will contribute:  The expert will horizontally contribute realisation of various project activities in accordance with expected results as defined below.  *Expected results/deliverables:*   * Implementation of the Project Communication and Visibility Plan; * Organisation of promotional and visibility events in the form of seminars, conferences, workshops, roundtables, panels, info days and all other projects events including closing event; * Design and implementation of raising awareness elements of events and activities to be organised in the course of project implementation (such as seminars, workshops, training programmes etc.); * Conducting visibility and promotion activities, leading social media campaigns, media relations, preparation of promotional materials – flyers, brochures, press releases, fact sheets, newsletters – and their dissemination to relevant stakeholders and general public; * Production of necessary infographics and other visual tools regarding the activities and results of the project; * Reports on conducted activities. |
| **Position Requirements** |
| Qualification & Skills   * University degree with minimum 4 years of studies (i.e. Bachelor’s degree) in relevant field – social sciences, political sciences, journalism, public relations, economics, etc.; * Master degree will be considered as an advantage; * Excellent communication and reporting skills; * Excellent writing and editing skills in English and Serbian; * Fluency in written and spoken English and Serbian; * Adequate computer literacy.   General Professional Experience   * Minimum 10 years of professional experience.   Specific Professional Experiences   * Minimum 5 years of specific experience in the implementation of communication and visibility activities; * Experience as a senior non key communication and visibility expert in at least two EU funded projects and familiarity with visibility requirements of the European Union; * Practical experience in the promotion of public sector organisations and visibility activities related to their operations and activities; * Experience as communication and visibility expert on other donor funded projects will be considered as an advantage. |
| **General information** |
| ***Civil servants and other staff currently employed by public administrations of the beneficiary country are not eligible to apply as experts. Experts must be independent and free from conflicts of interest regarding the responsibilities defined by the Terms of Reference.***  *Indicative Time of Engagement:* January 2024 – May 2026  *Place of performance:* Belgrade, Republic of Serbia  *Type of engagement:* Short-term position  Cover letter and CV in the attached EU format only (available on the following link https://kpmg.com/rs/en/home/careers/public-sector-and-development-cooperation/senior-non-key-expert-communication-and-visibility-expert1.html), both in English, must be submitted by e-mail to [**projects@kpmg.rs**](mailto:projects@kpmg.rs) no later than **02.02.2024,** titled: “Application for the position – SNKE Communication and Visibility Expert”. Please note that only CVs provided in this form will be considered.  References must be available on request.  Only short-listed candidates will be contacted. |