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| **Non-Key Expert Terms of Reference** |
| Project Title: | **Strengthening the capacities of the national institutions in environmental sector for infrastructure project management** |
| Service Contract Number: | 48-00-20/2023-28 |
| Identification number:  | NEAR/BEG/2023/EA-RP/0169 |
| Contracting Authority: | Delegation of the European Union to the Republic of SerbiaMinistry of Finance – Department for Contracting and Financing of EU Funded Programmes (CFCU) |
| Key Beneficiary: | Ministry of Environmental Protection |
| **Vacancy:** | **Communication and Visibility (PR) Expert** |
| Category: | Non-Key Senior Expert (Category 2) |
| Duration of the assignment: | 100 days  |
| Period of the assignment: | Inputs will be provided over the period from March 2025 to April 2027. |
| Location: | Belgrade, Serbia.  |
| **Project Background and expected results**The overall objective of the project is to ensure the full absorption of available funds for environment projects and to ensure the preparation and implementation of procedures for project management, including procurement, monitoring and payment to contractors.**Specific Objectives of the Project are as follows:** **Outcome 1:** Staff from institutions involved in the management of EU funded environment projects is provided with the necessary advisory and mentoring services.**Output:** The contract shall provide technical support to the IPA units of the MEP and MAFWM as well as to end recipients of the projects (e.g. LSG and their PUCs, regional companies, PWMCs) to successfully perform their respective roles in indirect management of EU funded projects, regarding preparation and implementation of projects in the environmental protection sector.**Outcome 2:** Relevant staff from all institutions involved in the environment sector are capable of successful and efficient cooperation, preparation and implementation of investment projects financed under IPA funds**Output:** The development and delivery of specific training programmes for the staff in all relevant authorities to ensure the availability and capability of skills required for successful implementation of projects financed under IPA III and for projects envisaged for funding under the EU financial period after 2027 (i.e. Cohesion funds, if feasible)Provide technical assistance regarding the improvement of institutional framework and procedures related to project management, including procurement, monitoring and payment to contractors for IPA III funded projects and for projects envisaged for funding under the EU financial period after 2027 (i.e. Cohesion funds, if feasible).**Position: Communication and Visibility (PR) Senior Expert****General Expert Activities:**The activities and duties to be executed by the Expert are as follows:**RESULT 2**: Relevant national and local institution staff dealing with management of investment projects in environment sectors is properly trained.Activity 2.1 - Preparation of the training need assessment (TNA)Activity 2.2 - Development of the Training program and Training plan based on TNAActivity 2.3 - Delivery of (at least) 60 training daysActivity 2.4 – Institutional analysis of procedures and institutional framework for the management of IPA III funds in environment and climate change sectors**RESULT 3:** Horizontal activitiesEffective communication and visibility ensured throughout the whole project cycle. Activity 3.1 – Project communication, dissemination and visibility Sub-Activity 3.1.1 - Development and implementation Project Communication, Dissemination and Visibility Action PlanSub-Activity 3.1.2 - Organisation of a publicity and visibility aspects of the SC meetings  |
| **Expert Outputs:**The general activities and duties to be executed by the Communication and Visibility (PR) Junior Expert will be as follows:* Preparation and implementation of the Communication and Visibility Plan, including the budget;
* Design and implement a comprehensive media plan in support of anticipated achievements;
* Develop visual identity of the project (letterheads, power point presentations, report formats etc.) with particular attention on Capacity building component (visibility of training material, format of presentations…)
* Publications, Communication with the media, press releases, as required
* Monthly progress briefs
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| **Expert Schedule:**The indicative schedule of inputs will be discussed and agreed with the project Key Experts. The schedule of inputs may be adapted during the project implementation depending on beneficiary requirements and expert’s performance. |
| **Reporting:**The expert will report primarily to the Team Leader, Key Expert 2 and Capacity Building Coordinator. In no circumstances, the expert shall make any commitment to the Client, or other interested parties, that will have an impact on contract implementation or project budget. Should such a situation arise, the expert should immediately contact the Team Leader for guidance. |
| **Expert Profile:**Qualifications and skills: (25 points)* University degree in the relevant field
* Professional level of English, both spoken and written

General professional experience: (25 points)* Minimum 7 years of specific experience in the field of which the expert is mobilized.

Specific professional experience: (50 points)* Experience in preparation of communication strategy and visibility events
* Experience in preparation of informative and promotional material, press material;
* Previous experience in EU funded projects is an asset.
* Knowledge of Serbian language is an asset
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| **Applications:** CV in EU format in English needs to be submitted by e-mail to ivan.rankovic@lbadria.com no later than 13th March 2025, 16:00 hrs, titled: “Application for the position – Communication and Visibility (PR) Expert”.References must be available on request. Only short-listed candidates will be contacted and all applications will be considered strictly confidential. The Project is an equal opportunity employer. |