**Expert Position Opportunity**

**1. Position:**

Communication and PR Expert (Junior Non-Key Expert)

**2. Project title:**

Technical Assistance for the contract “Implementation of Automated Import System (AIS), Automated Export System (AES) and Customs Decision System (CDS)”  
  
**3. Project number:**

NEAR/BEG/2022/EA-RP/0110

**4.** **Reference documents:**

* Project’s Terms of Reference
* Customs Administration communication and visibility strategy

**5. Starting date of the assignment:**

August, 2023.  
  
**6. Duration of the assignment:**

August 2023-May 2026, part-time.   
  
**7. Project Objectives:**

The overall objective of the project is to continue the process of modernisation of the Customs administration, which will provide access to the common computerised customs systems, as well high-quality services to citizens and business entities following the EU accession process of the Republic of Serbia towards joining the EU.

The expected outputs of this contract are as follows:

* Result 1 - Drafted quality assurance reports and provided quality assurance services related to the activities of the external contractor(s):
  + Software development contractor, selected to implement the project: “Implementation of Automated Import System (AIS), Automated Export System (AES) and Customs Decision System (CDS)”;
  + Hardware and networking equipment supply contractor, selected to implement the project: Supply contract for the “Implementation of Automated Import System (AIS), Automated Export System (AES) and Customs Decision System (CDS)”;
  + Other contractors, selected by CAS to implement IT projects, financed by the EC programs / funds within the project duration.
* Result 2 - Drafted proposals for legislation changes, instructions, guidelines, rulebooks related to the implementation of AIS, AES and CDS, drafted CAS new organisation structure ready for acceptance, update of the Business strategy and intensified cooperation with the economic operators to support the implementation of AIS, AES and CDS.

Result 3 - Draft updated IT Strategy and IT Tactical plan of CAS, calibrated IT infrastructure components to meet the non-functional requirements related to the functioning of AIS, AES and CDS – accessibility, security, performance, etc.

**8. Requirements:**

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| Qualification & Skills | * A level of education which corresponds to completed university studies of at least 3 years in the field of Communication, Social Sciences, Linguistics, Journalism or equivalent * In the absence of formal education, 6 years of professional experience in the field for which the expert is mobilised * Fluent in English and Serbian, both written and spoken * Excellent knowledge of media scene in Serbia * Experience in public awareness and CSR public relations * Strong collaboration within a team |
| General professional experience | * Minimum 3 years of professional experience in the field for which the expert is mobilised |
| Specific professional experience | * Good knowledge of the Communication and Visibility Manual for EU external actions * Organized at least one successful project visibility event * Conducted at least one survey on community awareness level * Established at least one communication/visibility strategy * Experience with at least two EU-funded projects |

**9. Area of expertise:**

Participated in preparation and/or updating of communication and visibility strateg(ies), participated in/conducted community awareness surveys, organized visibility events and workshops.

**10. Areas of responsibility:**

The expert will work closely with the Project Team and other Project Team Experts, beneficiaries, and stakeholders to ensure the implementation of the activities of the following Project components, on his/her area of expertise:

* Participate in the Preparation of an update of the Communication and visibility strategy of the Customs Administration
* Participate in organisation of series of workshops to support introduction of expected legislative changes
* Conduct of surveys on awareness of the business community in relation to the new Customs Administration’s systems
* Assessment of communication channels between CAS and the target audience
* Preparation of visibility materials for relevant events and communication (workshops/final event/other applicable events)
* Organization of the final project event

**11. Related outputs:**

* Update of the communication strategy
* Preparation of workshop materials and execution of workshops in 15 cities
* Two surveys on the awareness of the business community

Visibility materials

**12. Evaluation of work:**

The expert’s performance will be assessed by the project TL, KE 2, and the Beneficiary’s representative.

**13. General information**

The interested candidates are invited to submit a detailed curriculum vitae by August 2nd , 2023 via email to the following address: hari.begluk@rs.ey.com. Only shortlisted candidates will be contacted.

**Note that civil servants and other staff of the public administration, of the partner country or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. Experts must be independent and free from conflicts of interest regarding the responsibilities defined in this document.**