

Terms of Reference (ToR) Communication and visibility officer

IPA Cross-border cooperation programme
NORTH MACEDONIA – ALBANIA 2021-2027

JOB DESCRIPTION

The Position of “Communication and Visibility Officer”

Background

The Joint Technical Secretariat, located in Struga, is the administrative body in charge of the day-to-day management of the IPA cross-border programme 2021-2027.

Contracting Authority

The contracting authority will be the Ministry of Local Self Government (MoLSG).

This position will be financed under Technical assistance (TA) for the Cross – border Cooperation Programme 2021 - 2027

Position summary and duration

The Communication and Visibility Officer will perform his / her part-time duties of 50% of the total working hours per month.

The Communication and Visibility officer under the direction of the Head of JTS will be in charge of all administrative and logistic tasks, related to the communication and visibility internal functioning of the JTS and CBCSs.

Essential Job Functions

Under the supervision of the Head of JTS, Team Leader and assisted by the other Project Officers, the Communication and visibility officer will be responsible to:

- Draft, implement, update and monitor a Communication and Visibility Plan;
- Oversee the design and editorial content of the website and intranet, ensuring that content are regularly updated and promoted, and maintain the programme website;

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- Organize or assist with the organization of events as indicated in the JTS work plans, timetables for Calls for Proposals, and/or Communication and visibility Plan;
- Prepare and arrange for the production of printed materials (brochures, news letter, leaflets, posters) as indicated in JTS work plans and / or Communication and visibility Plan;
- Proactively identify media opportunities and, in close liaison with team leader, plan and implement media events including press releases, report launches and press conferences;
- Draft press releases, statements, news summaries and ensure print and electronic media coverage for the events;
- Collecting all publications and records for project files, and contribute to the Project Progress Reports with all published materials, broadcasts and events;
- Ensure the visibility in all programme events, on printed materials, etc;
- Provide technical advice and support to team leader and other staff in planning and developing relevant communication and visibility products;
- Participation in public procurement and subcontracting procedures including preparation of related technical documentation in the area of the communication and visibility;
- Where appropriate, taking part in seminars or teaching sessions for future media coverage;
- Assisting the Head of JTS as the Team Leader in preparation and delivering of workshops to potential applicants/grant beneficiaries (Visibility aspects of project; preparation/implementation) and other events in the field, particularly related to Communication and Visibility matters;
- File all documents appropriately, in physical or electronic form, or both CBCSs and JTS Offices;
- Fulfillment of any other tasks assigned by the Head of the JTS.
- Excellent writing skills
- He/ She must be able to communicate complex information in a lively, accurate and readable manner in a variety of formats, including, press releases, magazines, newsletters, websites.

Profile and qualifications

- University degree preferably in communication, journalism, marketing, media, business administration, or related relevant fields;
- 6 years' work experience, in media relations, communication and visibility matters;
- At least 1 year experience with international donors preferably, in communication and visibility matters, will be considered as an asset ;
- Fluency in both written and spoken English and the official languages of the participating countries;
- Very good computer skills and communication skills.
- Experience in public campaigns will be as an asset.

Location

The Communication and visibility officer shall work from the JTS office in Struga, and Ministry of Local Self Government when the need arise. On the location for work, prior agreement with the Head of the JTS office and CBCSs is needed.

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Reporting

Formally, the JTS Communication and Visibility officer will be reporting to the Head of JTS Struga, as the Team Leader, as well as to the Project Manager appointed by the MoLSG and to the Albanian CBC Structure (if needed).

He / She will prepare a monthly report about the implementation of the activities, under the Communication and Visibility Plan. He / She each month will prepare a timesheet and will submit to the Head of JTS for approval. The approved Time sheet by the Head of JTS should be adopted by the Project Manager appointed by the MoLSG, and the Project Manager of this Programme in the DEU in Skopje.

Evaluation process

On the basis of a review of the written entries of the candidates, the evaluation committee will appraise their quality and recommend to the CBCSs the final candidate to be awarded a contracts.

The independent members of evaluation committee will evaluate each application against the award criteria and score them as follows:

Criterion	Max points
1. University degree preferably in communication, journalism, marketing, media, business administration, or related relevant fields	20
2. 6 years' work experience , in media relations, communication and visibility matters;	20
3. At least 1 year experience with international donors preferably, in communication and visibility matters, will be considered as an asset ;	10
4. Fluency in both written and spoken English and the official languages of the participating countries	7
5. Very good computer skills and communication skills	8
6. Experience in public campaigns	5
7. Interview	30
Total	100

During the evaluation phase, each member of the evaluation committee will individually assess the submitted applications based on the award criteria. Following the interviews with the candidates, the committee will collectively assign a final score to each application, up to a maximum of 100 points.

Only contestants with the minimum **50 points** will be further considered for an interview.



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Deadline for application:

Interested candidates must submit the application documents via email no later than 15 days from the date of this announcement. The application should include a CV along with documents that demonstrate relevant experience and qualifications.

The vacancy will be published on the following web site: <https://ipacbc-mk-al.eu/> and <https://mls.gov.mk/mk/> where the contestants can also find detailed information on the cbc programme.

Documents must be submitted to the following electronic address: sonja.jovanoska@mls.gov.mk

Note

The above job description is meant to describe the general nature and level of work being performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.

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