



PAR Visibility and Communication Project

This project is funded by the European Union



EU funded project: Support to Public Administration Reform Visibility and Communication under the PAR Sector Reform Contract (EuropeAid/138101/DH/SER/RS)

Job Profiles and requirements for the Creation of a pool of experts

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1. Background Information

The V&C project aims to contribute to Public Administration Reform (PAR) of the Government of the Republic of Serbia. It implements the Sector Reform Contract (SRC) through strengthening national capacities to communicate the need for and the benefits of PAR. In this context, it supports the Government in pursuing visibility and communication related to the PAR and Public Finance Management (PFM) reform agendas in general, and the SRC intervention in particular, through three interlinked components:

1. Awareness and visibility of the PAR and PFM process
2. Awareness of EU support to the PAR process and benefits for the citizens which the PAR process brings within the EU integration process
3. Communication capacities of the Ministry for Public Administration and Local Self-Government (MPALSG), the Ministry of Finance (MoF) and other public administration bodies

2. General information regarding the positions

The experts will, if selected, be part of a pool of experts which will exist during the full duration of the project i.e. up to 31 January 2021.

During that period they can be asked to apply for one or more of the specific non key expert positions that are related to specific project activities. The project team will distribute ToRs that are related to those activities amongst the applicants, approved for specific profile, and from them, the final selection will be made.



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SNKE1: Senior Communication Expert(s)

Qualifications and skills

- University degree in a relevant field – social sciences; political sciences; journalism; public relations; languages etc. or equivalent 12 years of relevant professional experience following secondary education;
- A Master/PhD in above mentioned disciplines is an advantage
- Excellent communication, reporting and teamwork skills
- Excellent writing and editing skills in Serbian and English
- Fluency in written and spoken English
- Computer literacy

General professional experience:

- A minimum of 5 years, but preferably 7 years of experience in public relations, promotion or similar assignments

Specific Professional Experience

- Experience of at least three (3) years in designing communication strategies
- Experience of at least three (3) work assignments in organization and/or implementation of public awareness campaigns
- Experience with the Serbian public sector, especially with public administration reform, would be considered an advantage
- Experience in an EU funded project and familiarity with visibility requirements of the European Union



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SNKE2: Senior Trainer/Transfer Knowledge Expert(s)

Qualifications and skills

- University degree in a relevant field – social sciences, political sciences, public administration, education, management, economy, law, psychology etc. or equivalent 12 years of relevant professional experience following secondary education;
- A Master/PhD in above mentioned disciplines is an advantage
- Excellent communication, reporting and teamwork skills
- Fluency in written and spoken English
- Computer literacy

General professional experience:

- A minimum of 5 years, but preferably 7 years of experience in developing and implementing capacity building activities and/or delivery of training in similar fields
- Experience in development of curricula, training modules, training materials

Specific professional experience:

- Minimum three (3) years of relevant professional experience in design and delivery of management training/leadership workshops and change management programmes etc.
- Experience in training need assessments
- Experience in conducting trainings in the fields of communication and team building would be considered an advantage
- Experience in designing learning and developmental strategies for individuals and groups and/or organizations would be considered an advantage
- Experience in working on PAR projects would be considered an advantage



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SNKE3: Senior Training PAR Expert(s)

Qualifications and skills

- University degree in a relevant field – public administration, political sciences, economics, management, law, education social sciences etc. or equivalent 12 years of relevant professional experience following secondary education;
- A Master/PhD in above mentioned disciplines is an advantage
- Excellent communication, reporting and teamwork skills
- Fluency in written and spoken English
- Computer literacy

General professional experience:

- A minimum of 5 years, but preferably 7 years of experience in developing and/or implementing capacity building activities in public sector and/or experience in public administration reform

Specific professional experience:

- Minimum three (3) years of relevant professional experience in working with the public administration
- Experience as trainer - conducting and facilitating training workshops in the public sector, preferably related to public administration reform
- Experience in development of curricula, training modules, training materials for civil servants
- Experience in designing learning and developmental strategies for individuals and groups in public sector is an advantage



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JNKE1: Junior Communication Expert(s)

Qualifications and skills

- University degree in a relevant field – social sciences; political sciences; journalism; public relations; psychology, languages etc. or equivalent 6 years of relevant professional experience following secondary education;
- Excellent communication, reporting and teamwork skills
- Good writing and editing skills in Serbian and English
- Fluency in written and spoken English
- Computer literacy

General professional experience:

- A minimum of 2 years, but preferably 5 years of experience in public relations, promotion or similar assignments

Specific Professional Experience

- Experience of at least two (2) work assignments in designing and/or implementation of public awareness campaigns
- Experience of coordinating design and production of promotional brochures/booklets and other promotional material
- Experience with the Serbian public sector would be considered an advantage
- Experience in an EU funded project and familiarity with visibility requirements of the European Union would be considered an advantage



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JNKE2: Junior Media Expert(s)

Qualifications and skills

- University degree in a relevant field – social sciences; political sciences; journalism; public relations; psychology, languages etc. or equivalent 6 years of relevant professional experience following secondary education;
- Excellent communication, reporting and teamwork skills
- Good writing and editing skills in Serbian and English
- Fluency in written and spoken English
- Computer literacy

General professional experience:

- A minimum of 2 years, but preferably 5 years of experience in public relations and media or similar assignments

Specific Professional Experience

- Experience of at least three (3) work assignments in designing and/or implementation of public awareness/media campaigns
- Strong experience in media relations, preferably in the public sector and/or strong experience in media monitoring and analyzing press clipping
- Experience with the Serbian public sector would be considered an advantage
- Experience in an EU funded project and familiarity with visibility requirements of the European Union would be considered an advantage



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JNKE3: Junior Media and Events Expert(s)

Qualifications and skills

- University degree in a relevant field – social sciences; political sciences; journalism; public relations; languages etc. or equivalent 6 years of relevant professional experience following secondary education;
- Excellent communication, reporting and teamwork skills
- Good writing and editing skills in Serbian and English
- Fluency in written and spoken English
- Computer literacy

General professional experience:

- A minimum of 2 years, but preferably 5 years of experience in the public relations and media or similar assignments

Specific Professional Experience

- Experience of at least three (3) work assignments in designing and/or implementation of public awareness/media campaigns
- Experience in organization various public events including participants from various backgrounds
- Practical experience in organization of at least 2 large scale promotional events
- Experience in media planning would be considered an advantage
- Experience in an EU funded project and familiarity with visibility requirements of the European Union would be considered an advantage



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JNKE4: Junior Social Media Expert(s)

Qualifications and skills

- University degree in a relevant field – social sciences; political sciences; journalism; public relations; economics; marketing; languages etc. or equivalent 6 years of relevant professional experience following secondary education;
- Excellent communication, reporting and teamwork skills
- Good writing and editing skills in Serbian and English
- Fluency in written and spoken English
- Computer literacy

General professional experience:

- A minimum of 2 years, but preferably 5 years of experience in public relations or similar assignments

Specific Professional Experience

- Experience of at least three (3) work assignments in designing and/or implementation of digital media campaigns
- Experience in copywriting and editing (photo/video/text)
- Social networking experience and social analytics tools knowledge
- Experience in social media monitoring
- Experience in an EU funded project and familiarity with visibility requirements of the European Union would be considered an advantage



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JNKE5: Junior Trainer/Transfer Knowledge Expert(s)

Qualifications and skills

- University degree in a relevant field – social sciences; political sciences; public administration; education; management; economics; law etc. or equivalent 6 years of relevant professional experience following secondary education;
- Excellent communication, reporting and teamwork skills
- Fluency in written and spoken English
- Computer literacy

General professional experience:

- A minimum of 2 years, preferably 5 years of experience in capacity building activities and/or in delivering training / workshops in similar fields

Specific professional experience:

- Experience of at least five (5) work assignments in delivering training workshops for various target groups
- Experience of at least three (3) work assignments in organizing, managing and facilitating training workshops in public sector
- Experience in conducting trainings in public sector would be considered an advantage
- Experience in working on PAR projects would be considered an advantage
- Experience in managing or working on large scale public relation and communication projects, preferably EU funded, would be considered an advantage



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JNKE6: Junior IT Expert(s)

Qualifications and skills

- University degree in a relevant field – engineering; information technologies; software and web applications development, etc. or equivalent 6 years of relevant professional experience following secondary education;
- Excellent communication, reporting and teamwork skills
- Fluency in written and spoken English
- Computer proficiency

General professional experience:

- A minimum of 2 years, but preferably 5 years of experience in web development

Specific Professional Experience

- Experience of at least three (3) work assignments in developing/maintaining web sites for public clients
- Experience in web design, web management and SEO (search engine optimization)
- Experience in an EU funded project and familiarity with visibility requirements of the European Union would be considered an advantage