**Terms of Reference – Junior non-key expert for Communications and Visibility 2**

Junior non-key expert (JNKE) for Communications and Visibility 2 is expected to provide support to visibility and communication activities under all outputs (and more specifically for outputs where campaigns are to be conducted), required by EU funded project **“Improving and strengthening efficiency of national social protection regulatory mechanisms, policy implementation tools, quality assurance framework and strengthening capacities to participate in ESF”** (NEAR/BEG/2022/EA-RP/0065).

1. **Project background**

The project **“Improving and strengthening efficiency of national social protection regulatory mechanisms, policy implementation tools, quality assurance framework and strengthening capacities to participate in ESF**” is funded by the European Union under IPA II for the year 2020. The project is managed by the Ministry of Finance, Department for Contracting and Financing of EU funded Programme. The main project beneficiaries are the Ministry of Labour, Employment, Veteran and Social Affairs and National Employment Service.

The **overall objective** of the project is **to improve effectiveness of social inclusion policies to foster equal opportunities and active participation of women and men from the most vulnerable and marginalised groups.**

The **specific objective** is to **modernise social protection system to enhance non-institutional care and timely access to quality and sustainable, community-based social services for the most disadvantaged women and men, boys and girls.**

**The expected outputs to be achieved are:**

* **Output 1:** Capacity of the Ministry and Province Secretariat responsible for social protection as well as the Republic and Province Institute for Social Protection for evidence-based policy making strengthened, with the specific focus on gender responsiveness, implementation, monitoring, and evaluation of the social protection policy with the emphasis on CBSSs.
* **Output 2:** Active inclusion programmes and policies, focusing on FSA beneficiaries, developed and improved, based on EU standards and good EU practices and in line with EU Pillar of Social Rights.
* **Output 3:** Strengthening capacities of social protection system for the deinstitutionalisation process.
* **Output 4:** Improving quality of social services supporting independent living in the community and strengthening capacities of social services providers.
* **Output 5:** Preparation for participation in the European Social Fund+.
1. **Objectives of assignment**

The JNKE will provide support to all five main outputsof the projectwithin which, the following outputs are to be achieved**:**

Output 1.1: Capacities of the Beneficiary Institution and other beneficiaries on the EU monitoring framework in the area of social protection improved.

Output 1.2: Technical capacities of MoLEVSA, RISP, PSSW and PISP for more effective monitoring in the area of CBSS improved.

Output 1.3: Existing financial mechanisms of the MoLEVSA for supporting CBSS development improved and strengthened.

Output 2.1: Active inclusion programmes and policies reviewed, based on the EU standards and good practices.

Output 2.2: Piloting the active inclusion programme of the FSA beneficiaries.

Output 2.3: Proposal on the improvement of active inclusion programmes and policies prepared and promoted.

Output 3.1: Strengthening capacities of relevant stakeholders for the deinstitutionalisation process.

Output 3.2: Developing the model of General Transformation Plan and promote deinstitutionalization process.

Output 3.3: Prepare transformation plans of the residential institutions and support deinstitutionalization of beneficiaries, in line with transformation plans.

Output 4.1: Improving the existing standards and proposing new CBSSs and services.

Output 4.2: Improving capacities of relevant stakeholders to meet and implement newly proposed CBSS services and standards.

Output 4.3: Support development of the Foster Care for Adults and Elderly Service.

Output 5.1: Assessing challenges and good practices of the EU member states with the participation in ESF. Output 5.2: Improving the capacity and knowledge of relevant stakeholders on ESF+.

Output 5.3: Support development and implementation of the Roadmap for Preparing the Social Welfare System for Managing the European Social Fund.

There will be a special focus on outputs 2.2, 3.2 and 4.3.

The JNKE expert will provide support to all project activities upon need, but specific support will be provided to the following activities (with reference to the project Terms of Reference):

**Activity 2.2.1 Piloted the Proposal on the Harmonization of the Approach on a selected group of FSA beneficiaries, based on the proposed procedures between NES and CSW, in at least 3 LSGs covering at least 100 beneficiaries in total.**

**Activity 3.2.3 National and local campaigns aiming to increase social awareness on deinstitutionalization, conducted.**

**Activity 4.3.3 The campaign for the promotion of the Foster Care for Adults and Elderly Service, conducted.**

**Specific tasks:**

The JNKE will support the project team in:

* Prepare and implement a communication and visibility plan;
* Create engaging and informative content to raise awareness about the project, but also the process of deinstitutionalization and foster care for adults and elderly;
* Design and conduct national and local campaigns to increase social awareness on deinstitutionalization, discuss challenges and promote good practices on deinstitutionalization, including CBSS and mechanism that support DI (foster care for adults, support housing service, respite care, etc.);
* Design and conduct campaign for the promotion of the Foster Service for Adults and Elderly;
* Collaborate with stakeholders, NGOs, and affected individuals to build support;
* Secure media coverage through press releases, interviews, and articles;
* Provide support in organizing public events within the project;
* Manage social media profiles and/or website to share resources and stories;
* Monitor and evaluate the campaigns’ reach and impact.

**Expected output/deliverable:**

Under the supervision of the project Team Leader and Key Expert 2, the expert is expected to contribute for producing the following outputs/deliverables:

* Communication and visibility plan;
* Communication and visibility materials, events and social media pages;
* Campaign strategy with defined goals and target audiences aiming to increase social awareness on deinstitutionalization.
* Campaign strategy with defined gaols and target audiences for the promotion of the Foster Service for Adults and Elderly.
* Success stories, press releases, interviews and articles.
1. **Expert profile**

Qualifications and skills:

* University-level degree in political science, journalism, social sciences or similar fields.
* Fluency in English written and spoken.
* Fluency in Serbian written and spoken will be considered an asset.
* Excellent communication, representation and reporting skills.
* Computer literacy (command of Microsoft Office (Word, Excel, PowerPoint, etc.) and the Internet).
* Analytical experience and skills.
* Ability to work in a team.

General professional experience

* Minimum 5 years of professional experience in the field of media, communications and/or public relations.

Specific professional experience

* Proven experience in organization of media events and/or campaigns, and creating and managing content for social media coverage.
* Previous experience in development and implementation of a communication strategy/ies and/or action plan/s.
* Experience working in at least 1 donor-funded project will be considered an asset.
* Prior experience in working with the issues of social problems, human rights and rights of vulnerable populations will be considered an asset.
1. **Location and timing**

The assignment shall be implemented mainly in Belgrade, in the period from **March 2025 – May 2026,** including, up to 41 working days. The number of days is subject to extension as needed.

In case of activity requiring travel and/or stay outside Belgrade, costs of travel, accommodations and meals will be covered by the project.

1. **Reporting**

The expert will deliver monthly reports in the English language on last workday of the month she/he worked, with attached all written deliverables and submitted to the Team Leader. The report will be attached to the expert’s draft timesheet.

1. **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.

Application letter and EU format CV, both in English, must be submitted by e-mail to: vuk@niras.com, projekti.medjunarodna@minrzs.gov.rs, no later than 03.03.2025, titled: „Application for Junior non-key expert for Communications and Visibility”

References must be available on request.

Only short-listed candidates will be contacted.

The Project is an equal opportunity employer, in respect of the principles of good governance, sustainable development, and gender equality.

All applications will be considered strictly confidential.