



## THE CROSS-BORDER COOPERATION PROGRAMME NORTH MACEDONIA – ALBANIA

---

### **Annex 5 (a-2): TOR Communication and visibility officer**

#### **IPA CROSS-BORDER PROGRAMME 2014-2020**

#### **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 North Macedonia and Albania 2014-2020.

##### ***Contracting Authority***

The contracting authority will be the Ministry of Local Self Government (MoLSG) in the Republic of North Macedonia.

This position will be financed under Technical assistance (TA) for the Cross – Border Cooperation Programme 2014 -2020.

##### ***Position summary and duration***

The Communication and visibility officer shall discharge his or her duties for a maximum of 18 months in the office and on the field, over 36 months of contract duration.

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.

##### ***Essential Job Functions***

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

- 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

THIS PROJECT IS IMPLEMENTED BY:



THIS PROJECT IS FUNDED BY THE  
EUROPEAN UNION



Republic of North Macedonia  
Ministry of Local Self Government



Republic of Albania  
Ministry for Europe and Foreign Affairs



## THE CROSS-BORDER COOPERATION PROGRAMME NORTH MACEDONIA – ALBANIA

---

- updated and promoted, and maintain the programme website;
- 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;
- Fulfillment of any other tasks assigned by the Head of the JTS.

### *Profile and qualifications*

- University degree preferably in communication, journalism, marketing, media, business administration, or related relevant fields or High school degree with 5 years work experience, in media relations, communication and visibility matters; ;
- Fluency in both written and spoken English and one of the official languages of the participating countries;
- 2 years' work experience, in media relations, communication and visibility matters;
- 1 year experience with international donors preferably, in communication and visibility matters, will be considered as an asset ;
- Experience in public campaigns will be as an asset.
- 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, and websites.
- Ability to deliver high quality work to time in a pressured environment; to work to a number of competing deadlines and to 'multi – task.
- Ability to respond to and prioritize a very diverse range of media enquiries relating to the Programme;
- Very good computer skills: MS Office including Excel, Access and PowerPoint, Internet and ability to summarize data and present reports on media mentions, outputs and outcomes;
- Very good communication skills, creative and problem-solving oriented.

THIS PROJECT IS IMPLEMENTED BY:



THIS PROJECT IS FUNDED BY THE  
EUROPEAN UNION



Republic of North Macedonia

Ministry of Local Self Government



Republic of Albania

Ministry for Europe and Foreign Affairs



## THE CROSS-BORDER COOPERATION PROGRAMME NORTH MACEDONIA – ALBANIA

---

### *Location*

The Communication and visibility officer can work from home city as well as from the JTS office in Struga when the need arise. Prior agreement with the Head of the JTS office is needed.

### *Reporting*

Formally, the JTS Communication and visibility officer will be reporting to the Head of JTS Struga, as well as to the Project Manager appointed by the MoLSG and to the Albanian Operating 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. **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.



THIS PROJECT IS FUNDED BY THE  
EUROPEAN UNION

THIS PROJECT IS IMPLEMENTED BY:



Republic of North Macedonia

Ministry of Local Self Government



Republic of Albania

Ministry for Europe and Foreign Affairs