



## THE EUROPEAN UNION'S CROSS BORDER COOPERATION PROGRAMME

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### **Terms of Reference (ToR) Communication and visibility officer**

IPA Cross-border COOPERATION programme  
REPUBLIC OF NORTH MACEDONIA – REPUBLIC OF ALBANIA 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 2014-2020.

##### ***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 2014 -2020.

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

The Communication and Visibility Officer will perform his / her part-time duties of 70% of the total working hours in the current month. Communication and Visibility Officer shall discharge his/her duties full time in the office and on the field.

The Communication and Visibility Officer shall discharge his/her duties full time in the office and on the field. The Communication and Visibility Officer, under the direction of the Head of JTS, the **Program** Manager appointed by the MoLSG, and the Albanian Operating Structure, shall discharge his/her duties.

##### ***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:

- 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, newsletter, 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, technological and computers science, marketing, media, business administration, or related relevant fields
- Fluency in both written and spoken English;
- 2 years' work experience, in media relations, communication and visibility matters and 1 year experience with EU donors programs or international donors, in communication and visibility matters.
- Experience in public campaigns will be as an asset.
- 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;

### **Expectations for the position**

- 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 communication skills, creative and problem-solving oriented.

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### ***Location***

The Communication and visibility officer will work at JTC office in Struga, and can work also at office of MoLSG- Skopje, when the need arises.

### ***Reporting***

Formally, the JTS Communication and visibility officer will be reporting to the Head of JTS Struga, as the Team Leader, 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. The Project Manager appointed by the MoLSG should adopt the approved Time sheet by the Head of JTS.

### ***Evaluation process***

The independent members of Evaluation Committee will evaluate each candidate with the following phase's application and score them as follows which their qualification will be done based upon the above qualification requirement.

Contesters/participants qualified to enter the test will be evaluated based on the following norms:

- B1. Administrative and Eligibility criteria (dossiers): up to 15 points
- B2. Written testing: up to 60 points
- B3 Interview: up to 25 points

***Only contestants with the minimum 75 points will be further considered.***

### ***Deadline for application:***

Interested candidates must submit the application documents via email until 12.12.2023.

Documents must be submitted to the following electronic address (email): [procurement.mls.mkal@gmail.com](mailto:procurement.mls.mkal@gmail.com)

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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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Republic of North Macedonia  
**Ministry of Local Self Government**

