

Non-Key experts required for the EU funded project EU in Serbia Communication Network (EUNFONET)

The project “**EU in Serbia Communication Network (EUNFONET)**”, is funded by the European Union and implemented in Serbia by EPTISA Southeast Europe d.o.o. The overall objective of the project is to raise public awareness about EU, its values and policies and assist EU Delegation’s public diplomacy activities. The purposes of the project are as follows:

- assist, support and advise the EU Delegation in successfully implementing its information and communication strategy;
- raise public knowledge and understanding of Serbia's accession process and activities of the EU Delegation in Serbia;
- efficiently manage the EU Information Centre in Belgrade and EU Information Points in Nis and Novi Sad, providing easy access to EU information to Serbian citizens;
- communicate benefits and obligations of EU membership to target groups through well-tailored communication tools;
- support EU related events and networks in Serbia (such as Team Europe, EU library shelves) to improve EU visibility in Serbia and foster public debate on the EU;
- organise various activities and events for identified target groups (media, youth, business community, civil society) in understanding the accession/negotiations process, individual EU policies and the functioning of EU institutions
- increase visibility and public knowledge about the Instrument for Pre-accession Assistance (IPA) and other EU assistance to Serbia

To complete its team of experts for the project, EPTISA is seeking applications from suitably qualified professionals to support implementation of the project activities by covering the following positions:

Note: Detailed job description, exact duration (number of working days) and starting date for each position depend on the project needs and will be defined when possible, and discussed with the shortlisted candidates only.

Non-Key Experts - minimum 3 (three), 3, preferably 5 – 7 years of post-graduate relevant experience

Position 1: EU Assistance Visibility and Information Officer

Highly mobile and flexible, s/he will be based in Belgrade and will coordinate and implement activities related to all aspects of improving visibility of EU assistance in Serbia.

S/he will work in close interaction with the Information section of the EU Delegation and other non-key experts. Tasks will include liaison between the Delegation, Government, project implements and their PRs, as well as beneficiaries, and organization of visibility of key EU assistance projects, especially those led by the Delegation.

S/he will be responsible for updating and maintaining the database of EU funded projects and the Map of EU Funded Projects (<http://mapa.euinfo.rs>).

S/he will show imagination and creativity in communicating EU assistance, while at the same time ensuring strict application of EU visibility guidelines.

S/he will be responsible for logistical requirements and practical aspects of assistance visibility events, coordination of all parties involved in the execution from team members to outside support.

S/he will work closely with Serbia media to ensure strong presence and coverage of EU

assistance projects events and information, provide content on EU assistance for websites, publications and social media.

Qualifications and skills

- Bachelor's degree where a university degree has been awarded on completion of three years study in a university or equivalent institution in social sciences or communications;
- Fluent in Serbian and English language.

General professional experience

- S/he must have minimum 5, preferably 7 years of post-graduate relevant working experience working with the media in Serbia;

Specific professional experience

- S/he must have experience in a position of events organiser or similar (management position) in minimum 1, preferably 2 large scale communication events aimed at general public (marketing campaigns, elections, public awareness campaigns, issue/policy advocacy, other) over the last 5 years;
- Previous experience in organising media visibility events of EU funded projects, EU institutions or local prominent institutions promoting European integration process in Serbia is an advantage.

Position 2: Reporter and Web Editor

Based in Belgrade and working under pressure and tight deadlines, s/he will source, write, edit and post daily news stories and audio-visual (A/V) news materials on Europa.rs web, and regularly update non-news content. S/he will actively and operatively use information from EU institutions, EU Delegation, EU project managers and implementers, EU-related events and assistance visibility events in Serbia, other team members, as well as other EU sources, to maintain both the Europa.rs website and EUIC/EUIPs website as key reference points for news on EU-Serbia relations. S/he will regularly (at least once a week) edit an e-mail latest news stories, A/V, and announces of forthcoming events that will be sent out to media. Drafting and sending press releases and media monitoring is part of the job.

S/he will regularly attend in coordination with Events and Campaigns Manager EU-related and assistance visibility events and acquire first-hand information to produce quality news reports of good quality that can be later re-published in the Serbian media. S/he will also regularly contribute to updating other information on Europa.rs websites, in close collaboration with other team members.

S/he will engage in active and timely sourcing, writing, editing, quality control, production, and sending out of information products (regular news mailing service, press announcement, press releases, media coverage/monitoring reports, other).

S/he will animate a lively network of journalists and media covering EU affairs in Serbia (including a MEDIA CLUB) to be able to respond to their needs and good ideas.

S/he will be engaged in producing and quality control of information products – brochures and leaflets – and will contribute to producing social media content.

S/he will ensure oversight of A/V products and ensure all necessary copyrights, permits and registration.

S/he will be in operational contact with the Information section of the EU Delegation

Qualifications and skills

- Bachelor's degree where a university degree has been awarded on completion of three years study in a university or equivalent institution in Journalism, Communication, Languages or relevant discipline;
- Fluent in Serbian and English language.

General professional experience

- S/he must have minimum 3, preferably 5 years of post-graduate relevant experience.

Specific professional experience

- Minimum 3, preferably 5 years of post-graduate professional experience in writing articles, news stories, producing A/V news stories, including areas of EU policies and EU integration process, preferably in Serbia, to acknowledged media or with national coverage or equivalent.

Position 3: Events and Campaign Manager

Highly mobile and flexible, s/he will be responsible for conceptualizing, creating, operationalizing, coordinating, implementing and ensuring strong visibility of majority of events and all campaigns envisaged under this contract throughout Serbia, working in close cooperation with other team members. Contract envisages large scale outdoor public awareness campaigns and events, visits, lectures, debates, press conferences, networking events, conferences, open air cultural/sports events, prize awarding ceremonies, other with the participation of the Head of Delegation, senior officials, and high level visitors from Brussels. For each campaign, s/he will provide feedback (lessons learnt) and media coverage report to the Delegation. Each event and campaign proposal, submitted well in advance, will have a reference to strategy, clear and measurable objectives, key messages, and media and network engagement component.

S/he is expected to have experience in working with different target groups and/or multipliers (civil societies, media, academia, and government, business, other) preferably in Serbia. S/he will be responsible for all logistical requirements and practical aspects of information campaigns, ranging from the organization, acquisition of all necessary permits and licenses, coordination of all parties involved in the execution from team members to outside support staff or especially contracted personnel. S/he will work in close cooperation with other non-key experts to ensure media components and partnerships for events and campaigns, and involvement of information multipliers and networks.

S/he will create news content on EU related and assistance visibility events that can be later re-published in the Serbian media, and will contribute to social media activities.

Tight deadlines and crisis management are part of the job.

Qualifications and skills

- Bachelor's degree - where a university degree has been awarded on completion of three years study in a university or equivalent institution in Social Sciences or Communications;
- Fluent in Serbian and English language.

General professional experience

- S/he must have minimum 5, preferably 7 years of post-graduate relevant working experience organisation and/or management capacity of large scale visibility events, public awareness or communication campaigns in Serbia;
- Practical knowledge of procedures related to organising large scale outdoor events in Serbia must be explicitly stated in the CV;
- A minimum of 2, preferably 3 years of experience of working with media in Serbia;

Specific professional experience

- S/he must have experience in a position of events organiser or similar (management position) in minimum 2, preferably 3 large scale communication events aimed at general public (marketing campaigns, elections, public awareness campaigns, issue/policy advocacy, other) over the last 5 years;
- Previous experience in organising visibility communication events of EU funded projects, EU institutions or local prominent institutions promoting European integration process in Serbia is an advantage
- Experience in delivering training in the area of international human rights law
- Excellent knowledge of the international human rights framework

Position 4: Social Media Officer

S/he will be responsible for communication through social media in close interaction with the EU Delegation. S/he will be in charge of all social media accounts and of the daily content update, posts, discussions, moderation and management of social media sites. The language used for social media should be both Serbian and English depending on the medium and specific target group. In cooperation with other non-key experts, s/he will promote the networks and involve them in events and campaigns. When required s/he will be expected to perform duties during weekends and holidays.

S/he will be in operational contact with staff of Information Section of the EU Delegation, in particular for social media. S/he must be able to work under time pressure and within short deadlines.

Qualifications and skills

Bachelor's degree - where a university degree has been awarded on completion of three years study in a university or equivalent institution in Journalism, Communication, Languages or relevant discipline;

- Fluent in Serbian and English language.

General professional experience

- S/he must have minimum 3, preferably 5 years of post-graduate relevant experience.

Specific professional experience

- Minimum 2, preferably 3 years of post-graduate professional experience in print and AIV, social media and AIV products including areas of EU policies and EU integration process, preferably in Serbia.

Position 5: Networks Officer

S/he will be based in Belgrade and will coordinate and implement activities related to effective support to and animation of networks of EU information multipliers in Serbia, except media, social media and EU assistance.

S/he will be responsible for supporting the Team Europe Serbia network and EU Shelves in Libraries across Serbia. In cooperation with other non-key experts, s/he will promote the networks and involve them in events and campaigns. S/he will act as the contact point for the National Library, and regularly update the EU in Serbia part of the Digital Library of the National Library, and promote it through networks. S/he will be in charge of distributing information materials to libraries and networks.

S/he will run a project of European School of Debates for senior pupils in Serbia.

S/he will ensure that all networks have access to information materials, help them organize regular networking events, optimize their activities, support worthy initiatives, etc. S/he will also identify new multipliers. S/he will contribute with relevant news to websites and social media.

When required s/he will be expected to perform duties during weekends and holidays.

Qualifications and skills

- Bachelor's degree where a university degree has been awarded on completion of three years study in a university or equivalent institution in languages, communication, library management or relevant discipline;
- Fluent in Serbian and English language.

General professional experience

- S/he must have minimum 3, preferably 5 years of post-graduate relevant experience.

Specific professional experience

- Minimum 1, preferably 3 years of post-graduate professional experience as librarian and/or organizational support in networking activities.
- Experience in moderating and lecturing will be considered an advantage

Position 6: EUIC Public Space Manager and Librarian

S/he will be responsible for the smooth planning, organization and running of all daily activities of the EUIC in Belgrade, taking leading role in programming and organizing events in the EUIC premises. S/he will be present during EUIC opening hours and responsible for coordinating the work of the EUIC support staff. Tasks range from: ensuring high visibility and interest in EUIC services from individuals and groups, proactively organizing group visits to EUIC and Delegation, speaking to them and inviting speakers, organization of events in EUIC premises, organization of other optimal customer service including public queries. In addition, s/he will manage EUINFO subscriptions, library collection, publications stocks and distribution, and organize presentations of new publications. S/he will ensure that shelves, newspapers and all EUIC facilities are operational and in good order. S/he will propose and manage the selection of EU material and books displayed at the EUIC/EUIPs and their distribution to all participants. S/he will be expected to moderate at lower key public events in EUIC and EUIPs.

S/he will manage the EUIC calendar and announce events in EUIC public space on websites and social media. S/he will manage the EUIC calendar.

Qualifications and skills

- Bachelor's degree where a university degree has been awarded on completion of three years study in a university or equivalent institution in languages, communication, library management or relevant discipline;
- Fluent in Serbian and English language.

General professional experience

- S/he must have minimum 3, preferably 5 years of post-graduate relevant experience in public relations/communication.
- Experience in customer service and direct contact with the public is an advantage.

Specific professional experience

- Experience in moderating minimum two events and/or lectures about EU integration process, preferably in Serbia.

How to apply

If your profile matches criteria, please send us your updated **EU format CV in English** to the following email address:

- ✓ eptisasee@eptisa.com
- ✓ **Email Subject:** *Name of position you are applying to*
- ✓ Deadline for submission of applications is **21 August 2015**
- ✓ Please submit a separate application for each position you would like to apply to

Please note that only shortlisted candidates will be contacted and asked to provide corresponding certificates of their education and professional experience.