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Technical Assistance for the Cross-border
Cooperation Programme Bosnia and
Herzegovina – Montenegro 2015 / 371-529



TERMS OF REFERENCE (ToR) FOR A NON KEY EXPERT

- Position: **Expert in Awareness Raising** of the Joint Technical Secretariat (hereinafter “the JTS”) for
IPA Cross-border Programme Bosnia and Herzegovina and Montenegro (hereinafter referred to
as “the programme”) 2014 - 2020
- Location: MFAEI, **Podgorica, Montenegro**
- Project: Technical Assistance for the Cross-border Cooperation Programme Bosnia and
Herzegovina – Montenegro 2015 / 371-529 (hereinafter “TA CBC BIH-MNE”)
- Expected duration: **10 (ten) days** during the 2016, (in time when 1 CfP is launched)

A PROJECT OVERALL OBJECTIVE

In accordance with the Commission Implementing Decision C(2014) 9421 adopting a Support Measure for Technical Assistance for cross-border cooperation programmes between IPA II beneficiaries under the instrument for pre-accession assistance (IPA II) for the year 2014 (dated 10 December 2014), the first technical assistance allocation under the Programme is made available via direct award of a service contract concluded between the Delegation of European Union to Bosnia and Herzegovina and the Directorate for European Integration of Bosnia and Herzegovina. This service contract and all subsequent ones are aimed to provide support to the work of the Operating Structures (OSs) in both participating countries and of the Joint Monitoring Committee (JMC) in ensuring efficient set-up, implementation, monitoring and evaluation of the Programme. This will be achieved through the establishment and operation of a JTS whose main office is located in Sarajevo and its antenna in Nikšić. The JTS is in charge of the day-to-day management of the Programme and obliged to report to the OSs and JMC.

In line with the Terms of Reference for technical assistance under the Programme for the 2014-2016 allocations, the Expert in Awareness Raising shall discharge his/her duties for 10 working days in time when 1st Call for Proposals is launched and under supervision of the Head of the JTS, will be responsible for the following tasks:

- Planning, advising, and implementing activities related to raising awareness for the Programme in Montenegro,
- Taking a lead in organisation and facilitation of envisaged awareness raising activities in Montenegro, ensuring a timely delivery of outputs and its suitable quality (see section B below) including the preparation of event reports and supporting documents for all indicated activities;

Expert in Awareness Raising will work in close cooperation with Project Manager appointed by the Ministry of Foreign Affairs and European Integration of Montenegro and will report about his engagement to a Head of the JTS and the Project Manager appointed by the Ministry of Foreign Affairs and European Integration of Montenegro, through event reports and timesheets.



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The position includes travelling with his/her own vehicle or public transportation (bus, rail), mainly throughout the programme area for the following reasons:

a) Ensuring the delivery of specified programme events that will be implemented under the Programme (Info days, Info sessions, etc.);

B RESPONSIBILITIES AND TASKS OF THE NON KEY EXPERT

The main task of Expert in Awareness Raising in Montenegro is to promote programme, announce the first Call for Proposals and raise awareness of general public in programme territory.

He/she will assist OS/JTS in organization of promotional and visibility events regarding the Programme (programme promotional events), review and provide advice on all necessary publicity, information and visibility documents, in accordance with EU publication and visibility requirements.

Non-key Expert in Awareness Raising required engagement is indicated below:

Publicity, visibility and information

- Provide advices for the prepared Communication Action Plan for the first year of project implementation following and upgrading the Overall Communication Action Plan in close cooperation with his/her BiH counterpart if necessary;
- Assist JTS and MNE OS in organization of awareness raising events in Montenegro in regard to the Programme, respecting of EU visibility guidelines.
 - Organise and deliver, in close coordination with MNE Project Manager, at least 2 Info Days sessions in Montenegro;
 - Deliver presentation of the Programme to the specific target groups (public institutions, schools, University, etc.) in close coordination with MNE Project Manager;
 - Prepare press releases and assure that the information about the Programme reaches the targeted audiences;
 - Ensure the following outcomes from the events: event reports, attendance sheets, photos, press releases, and other relevant material and documents;
 - Provide further advices for the high quality information related to the programme presentation on the website if necessary.

Other

- Deliver all documents for filing as appropriate, hard copy and electronic form.
- Fulfillment of any other tasks assigned by the Head of JTS or MNE Project Manager.



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Professional requirements

The JTS Expert in Awareness Raising must fulfill the following conditions and have the following qualifications and experience:

Qualifications and skills

- University degree, preferably in social science
- Fluency in both written and spoken English and the official languages in Bosnia and Herzegovina and Montenegro
- Excellent communication and presentation skills
- Computer literacy
- Driving license

General professional experience

- At least 5 years of professional experience following the University degree.

Specific professional experience

- At least 3 years of experience in publicity and information dissemination in public or private sector (e.g. working in the media, design, publishing);
- Relevant professional experience in the programmes/projects funded by the EU or other donors;
- Knowledge of EU communication and visibility rules;
- Experience in at least one EU-funded project in the last 3 years and knowledge about IPA CBC Programmes in the Western Balkan countries, would be considered an asset.