**Terms of Reference**

**Communication Expert**

1. **Position:** Communication Expert
2. **Work place:** Bosnia and Herzegovina
3. **Reference on project:** Resource Centre for BiH Civil Society in EU Integration”
4. **Duration of project:** 10 October 2018 – 9 October 2022
5. **Duration of mission and reporting**: Duration of the mission (communication expert) will be 75 days in total.

**F: Background**

The Centres for Civic Initiatives and the Agency for Cooperation, Education and Development with support of the European Union implement the action entitled “Resource Centre for BiH Civil Society in EU integration”.

The legal framework governing civil society in BiH is broadly encouraging and in accordance with international standards. However, even though BiH civil society in the past has received a great input in terms of capacity building, CSOs’ technical skills are still not satisfactory. CSOs generally lack analytical thinking, policy research and developing skills as well as modern advocacy techniques. CSO networks are often poorly coordinated and, in many cases, the networks function ineffectively and without agreed-upon objectives and a clear agenda of work.

Consequently, CSO’s visibility and impact in public is insufficiently developed, which negatively impact CSOs’ public image, cooperation with governments/business sector and prospects for the civil society viability – limits potential for diversification of CSOs funding sources. The project will respond to the identified problems through a series of educational and consultative activities, research, analytical and advocacy actions using the following three pillars:

a) The Project pillar 1 will develop relevant infrastructure and logistics of the Resource Centre that will have the capacity to offer to a large number of local CSOs tools, know-how and resources required for development of advocacy and analytical and sector-related negotiation skills needed for participation in politics and social dialogue. We expect to see the improved expertise and reputation of civil society in BiH, especially in the context of the country’s negotiation process with European Union. The Resource Centre will target both the local newly formed organisations, which need to strengthen their basic skills, as well as more experienced civil society organisations, which need more advanced skills and specific expertise.

b) The Project is focused also on improving the prospects of CSOs’ sustainability in BiH. The implementation of the activities under this pillar aims to diversify the sources of funding of CSOs in BiH and improve co-operation between CSOs and public institutions in the context of EU integration. Moreover, this pillar will strongly promote volunteerism as an option that is open and desirable for BiH citizens of all ages, so that they contribute as much as possible to the overall wellbeing of their communities and society in general. A more affirmative environment for the work and development of CSOs will be achieved also through reviving public space in BiH municipalities making it available for as many CSOs as possible under clear conditions and criteria (a transparent and just procedure). Eventually, with this improved position of CSOs, another planned project result is a formalisation of the “mechanism of co-operation between the institutions and CSOs in the context of EU integration in BiH”.

c) The Project pillar 3 focuses on development of sector initiatives for harmonisation of BiH legislation with the EU Acquis Communautaire as well as on an extensive promotion of the required and EU-related reforms. The aim is to strengthen public knowledge about the steps, procedures and structures necessary in the process of accession to EU and to inform BiH citizens about the concrete effects that European integration may have on their everyday life.

**G: Objective of the project**

*Overall objective* of the project is to contribute towards increasing the Civil Society Organisations’ (CSOs) involvement in BiH's decision-making processes, in particular regarding BiH's EU accession process, which will be achieved through (a) strengthening CSOs' capacities (including civic activists) to become competent, independent and sector-recognised actors in the forthcoming BiH and EU negotiation processes, (b) improving the institutional framework in BiH as a catalyst for development of CSOs and effective cooperation with BiH institutions and (c) strengthening the momentum of BiH EU integration reforms.

**H: Scope of work**

The Communication Expert will be responsible for all public information activities under this contract. S/he will contribute to the effective implementation of the communication plan under this contract, together with Project Manager, EU Integration Coordinator and PR Coordinator.

Communication Expert will assist the Project Team in creating communication strategies and public relation activities and ensure that they are part of an overall concerted programmatic approach. S/he will help to communicate appealing messages in the course of public campaign.

With knowledge of the Bosnia and Herzegovina media and political scene, economic scene and civil society organisations, s/he will identify and suggest target groups and list of participants to public events. Based on a broad knowledge of BiH relations, s/he must be able to fully understand and address the public activities envisaged under this contract.

**Tasks and deliverables**

| **Tasks** | **Specific Deliverables** |
| --- | --- |
| * Outline communication plan * Define strategic communication approach * Supervise creative works * Draft MAs and PRs * Coordinate communication/ media activities * Work with journalistic and media community | Communication and media plan  Creative communication messages  Number of press releases and media advisories  Number of journalists’ meet ups |

More specifically, the Communication Expert will be engaged in drafting/disseminating advanced media content and ensuring a broad media coverage within the following activities:

* Advisory role in developing an interactive web platform (providing suggestions regarding the design and concept of the web platform, defining the most frequently asked questions and answers for the users, providing advice regarding the quality of the published texts, content sharing via social networks);
* Supervision of the creation of scenarios for the events planned on the project such as: Organisation of info-sessions for donation calls and advisory events; Support to civil activists/ grassroots initiatives – networking and sharing of good practices of grassroots organisations about activism in communities through a contest for the best essay "My Neighbourhood"; Signing the “Memorandum of establishing a mechanism of competition and co-financing of international project/especially EU“ – organisation of a conference for inviting the prime ministers or their deputies, media, “ambassadors of the idea“, representatives of donors, civil society organisations; Organisation of an input conference about the topic “co-operation between government institutions and civil society organisations in the context of EU integration“ through two thematic conferences in Banja Luka and Sarajevo; Final conference to present the project's achievements and lessons learned;
* Participation in preparing a promotional campaign entitled “Join and get CFC“;
* Providing technical and consultative assistance in inviting the media to attend public events of the project
* Strengthening public awareness about EU reforms -- work with at least 15 media outlets in BiH to promote all aspects of EU reforms to inform as many citizens as possible about the EU integration issues;
* Preparing a proposal of a Communication plan (PR Plan). Revision of the plan at the end of every year of the project and development of a more precise plan for the subsequent year.

**I. COPYRIGHTS**

The content of information received during the employment is subject to protection and is owned by CCI. It may not be used either in its entirety or in part by third parties without consent of the Owner. The use of information is possible and justified only if it is a part of the activities of the implementing project.

**J: Reporting**

The Expert shall draw up reports and documents in accordance with the scope of the ToR and agreement with the Project Manager. S/he will present her/his time sheets to the Project Manager. All the reports shall be elaborated in English language.

**K: Value of the bid and payment**

The value of the bid must not exceed 15,000 Euros, in Gross. The contracting entity (CCI) is required to pay tax and related fees on the value of the bid. Payment for services will be executed upon completion of all contracted tasks on a quarterly basis, and after the confirmation of the Project Manager that all mentioned segments of the service have been delivered successfully. This ToR forms an integral part of the contract and the Contract will specify the monetary value of the employment.

**L: Qualifications of the Expert**

**General professional experience:**

* At least 7 years of experience in public relations;

**Specific professional experience:**

* Experience in content development for the mainstream and online media
* Experience in organisation of press events and opportunities
* Experience in organisation of media campaigns
* Supervision of media placement, audio and video production,
* Knowledge of the Bosnia and Herzegovina political scene, economic scene, media and civil organisations;
* Experience in creation and management of basis databases;

**Qualifications and skills:**

* Bachelor’s degree (where a degree has been awarded on completion of 3 years of study in a university or equivalent institution);
* Experience in EU funded projects will be an asset;
* Excellent communication and organisation skills;
* Excellent command of spoken and written English;
* Excellent knowledge of local language;
* Proven good customer care skills;
* Good computer skills (Excel);

1. **Method of submission and deadline**

All interested applicants must submit the following documents no later than the 16th of November 2018, 4 pm:

* **Technical application**
  + Copy of bachelor’s degree (where a degree has been awarded on completion of 3 years of study in a university or equivalent institution);
  + CV including the list of references, work experiences or delivered consultations that verify the qualifications listed under the point “L” of the ToR.
* **Financial bid** 
  + Financial bid must be in line with the point “K” of the ToR, noting that all assignments listed under the point “H” of the ToR are taken into account.

The bid (combined technical and financial) is to be submitted by mail to the following address: The Centres for Civic Initiatives, Ludviga Kube 7, 75 000 Tuzla (Note: Application for the position of a Communication Expert).