

ToR for one SENIOR non-key Mission Expert

Title of ToR: 1 Senior Non-Key Expert Events and Campaigns Manager

1. Reference persons

Reference persons for the mission are Project Manager Aneta Spirkoska, e-mail: aneta.spirkoska@bseurope.com and Project Director, Carlos Callejo, carlos.callejo@bseurope.com.

2. Reference documents

Terms of Reference of the Project and the Organisation and Methodology (O&M) of Business and Strategies in Europe (B&S Europe) consortium

3. Terms of Reference Relevance

The assignment will contribute to increasing the level of information and public awareness about the EU in North Macedonia, including EU policy objectives, accession process and EU assistance to the country.

4. Assignment objective(s)

Based full-time in EH Skopje and in the field when required, the SENIOR NKE will be responsible for conceptualizing, creating, operationalizing, coordinating and implementing all public information and communication events and campaigns envisaged under this contract (incl. VIP visits) at the EH in Skopje, as well as in other locations throughout the country. 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. 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.

5. Main Tasks/Activities

For this activity, we envisage one SENIOR expert to manage all project activities and staff related to any logistical organization and implementation of event management and campaigns.

6. Related Outputs

The Expert is expected to conceptualize, create, operationalize, coordinate and implement all public information and communication events and campaigns envisaged under the project contract (incl. VIP visits) , more specifically:

Events and campaigns' management

- Provide full support in event management and campaigns from advice, design, concept, organisation and follow-up (e.g. conferences, visits, large scale outdoor public awareness campaigns and events, roundtables, panel discussions, trainings, debates, workshops, quizzes, competitions, exhibitions, book/brochure presentations, film projections, receptions, lectures, press conferences, networking events, 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, etc.)
- Responsible for conceptualising, creating, operationalising, coordinating and implementing all public information and communication events and campaigns at the EHs in Skopje, Kriva Palanka, Strumica as well as in other locations throughout the country
- Provide feedback (lessons learnt) and media coverage report(s) to the Delegation
- Responsible for all logistical requirements and practical aspects of information campaigns, ranging from the organisation, acquisition of all necessary permits and licences, coordination of all parties involved in the execution from team members to outside support staff or especially contracted personnel
- Prepare and maintain list of participants/speakers for the events/meetings/campaigns
- Prepare and send invitations to participants, get confirmations for participation
- Take care of all organizational and logistics aspects before and during the events/meetings/campaigns

- Assist in the activities implementation (regulation of information and promotional materials banners, different publications, etc.) and ensure that all visibility elements are included
- Provide translation during activities when required
- Disseminate information on press conferences and press releases;
- Assist in the preparation of written documents, photos and videos taken during activities;
- Maintain the archive of media coverage for each activity

Publication of information materials

- Contribute to the preparation of information materials (books, leaflets, brochures, flyers, factsheets, videos, etc)
- Contribute to Web site & social media content
- Monitor the web update

7. Timing and duration of mission/s

The selected expert shall be engaged for a **total of 440 days** in the period from **12 January 2021 until 11 January 2023**.

8. Expert's profile

Qualifications and skills

- A university degree in Economics, Marketing and/or Communications or related field
- Fluency in written and spoken English and Macedonian
- Fully computer literate;
- Fluency in written and spoken Albanian would be considered as an asset

General Professional experience

- Minimum 5 years' experience in the field of PR and communication ;

Specific Professional experience

- Minimum 3 years of experience in management and organization of events and campaign;
- Working experience in EU funded projects;
- Capacity to work within a team;
- Experience in working with different target groups and/or multipliers (civil societies, media, academia, government, business, other);
- Dynamic, motivated, highly committed, honest and demonstrating a willingness to work for long term.

10. Performance indicators

The indicators reflecting the STEs performance are: good planning and execution of the assignment, timely presentation of results and outputs, quality of documents and reports to be provided to the Team Leader and the Beneficiary.

11. Evaluation of work

Performance of the task will be assessed by the Team Leader based on report from the expert.

12. Other arrangements

Liaise with Team Leader and KE2 on all steps related to the accomplishment of the above mentioned tasks, to inform and receive approval on all implementation aspects as per Europe House internal rules and procedures.

In accordance with the standard operating procedure, the expert will accomplish and sign a monthly timesheet for approval and signature by the Team Leader and EUD, reflecting the actual number of workdays rendered, briefly indicating the place where, and the task for which, these were rendered.