

ToR for one SENIOR non-key Mission Expert

Title of ToR: 1 Senior Non-Key Expert Manager of Social Media and Web Editor

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 in Skopje the expert will be responsible for print and non-news outputs (text and A/V), and social media accounts/sites of the EHs (full management responsibility) and the EU Delegation (shared responsibility). S/he will be responsible for communication through social media in close interaction with the EU Delegation. S/he will follow upon the social media accounts (incl. social media listening) and of the daily content update, posts, discussions, moderation and management of social media accounts/sites. S/he will be responsible for updates to EH/EUIPs website content. S/he will be in operational contact with the Info&Comm section of the EU Delegation, in particular for web & social media. In coordination with the Networks and Visibility Manager, s/he will be responsible for updating and maintaining the database of EU-funded projects and feeding information for the map of EU-funded projects in the country <https://euprojects.mk>.

5. Main Tasks/Activities

For this activity, we envisage one SENIOR expert to manage all project activities and staff related to any communication through EH/EUIPs social media and website.

6. Related Outputs

The Expert is expected to follow upon daily update of content, posts, discussions, moderation and management of social media accounts/sites and web sites, more specifically and not limited to:

Web outputs

- Support of the 'EU with YOU' communication process to ensure wide outreach and tailor-made approach to different target groups;
- Full management of Europe Houses website and (existing) EHs social media sites/profiles (Facebook, Instagram, Twitter and YouTube);
- Prepare and upload texts, data-bases, tables, graphs, applets, images (video and photo) and sounds, ensuring coherence of all elements, following the pattern of internet pages of EU institutions;
- News and information on EU and related assistance programmes implemented in the country and the Western Balkans;
- Update and correct uploaded information as needed;
- Produce and disseminate news from events/activities organised and attended by the EU Delegation;
- Articles and texts, including own production and also material provided by news agencies or EU institutions and other sources while respecting copyright rules, with a focus on EU Delegation activities;

- Maintenance and updating of an automated mailing list for distribution of press releases and other information. This mailing list should be open to subscriptions through the web sites;
- Explore the possibilities of educational database(s) for further upgrading and subscription of educational materials (e.g. journals, articles, etc.).
- Maintaining the “EU for Culture” platform that was established for events in the field of culture www.euzakultura.mk

Social Media Outputs

- Management of social media sites: YouTube, Facebook, Instagram, Twitter, Flickr, SlideShare (list is not exhaustive).
- sharing Facebook posts of the EU Delegation; cross-posting shall be ensured;
- retweeting posts by EU Head of Delegation, EU leadership
- creating and implementing weekly social media plan through daily selection and posting of content, under the general guidance of the EU Delegation. Creating, publishing and publicizing content (text, audio-visuals etc.) on the chosen social media;
- posting and sharing information from the websites of the Europa domain, the EU Delegation and the EHs, posts from EU Tube, as well as relevant websites of partner institutions, government, civil society and others communicating on EU relevant issues;
- posting latest information on EU assistance and providing up-to-date project summaries (these will also be used for thematic campaigns);
- sharing stories on events/activities organised or attended by the EU Delegation, events at the EHs /EUIPs;
- raising the level of debate on social media about EU policies, values and projects;
- creating interactive platforms and building a strong online community;
- provide a proposal for upgrading access of visitors to modern technologies in the EHs;
- ensure EHs live debates to be web streamed to any local sites.

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 Administration, 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 marketing and communication ;

Specific Professional experience

- Minimum 3 years of experience in media communication;
- Working experience in EU funded projects;
- Capacity to work within a team;
- Experience in management of web sites and social media;
- Knowledge of Social Media Platforms (Instagram, Facebook, Tweeter), Web Proficiency (Word Press), Team Management Experience, Advertising, Copywriting, Content Creation, Proofreading and Editing Skills, solid Verbal and Written Communication Skills;
- 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.