

Terms of reference

Title of ToR: Junior Non-Key Experts Local Events Coordinator Struga

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 raise public awareness of and contribute to public support for the European Union and its actions and the EU accession process.

4. Assignment objective(s)

Based full-time in the local EHs s/he will be in charge for following upon the activities taking place at the respective EH on the basis of the established programme. S/he will fully implement highly visible and popular public events at the local EH including large scale outdoor public awareness campaigns and events, visits, lectures, debates, press conferences, networking events, conferences, open air cultural/sports events, prize awarding ceremonies. S/he will be responsible for all logistical requirements and practical aspects of these events.

S/he shall act in coordination with the Skopje-based Events Manager and will work closely with the EU info network established in the country.

5. Main Tasks/Activities

The **JUNIOR expert will** ensure smooth implementation of highly visible and popular public events at the local EH in close coordination with the Skopje based Events Managers.

6. Related Outputs

The Expert is expected to perform and not limited to the following tasks in coordination with the EH Skopje Events Manager and Strategic Communication Manager:

- 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, and other);
- Coordinate with SK Events Manager for conceptualising, creating, operationalising, coordinating and implementing all public information and communication events and campaigns at the respective EH as well as in other locations throughout the country;
- 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
- Ensure 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;
- Contribute to the preparation of information materials (books, leaflets, brochures, flyers, factsheets, videos, etc)
- Contribute to Web site & social media content.

7. Timing and duration of mission/s

The selected expert shall be engaged full-time for a minimum of 300 days in the period from **end of January 2024 (indicative start) until 15 January 2026.**

8. Expert's profile

Qualifications and skills

- A Bachelor degree in marketing and communication or other relevant field
- Fluency in written and spoken English and Macedonian
- Fluency in written and spoken Albanian would be an asset;
- Fully computer literate;

General Professional experience

- Minimum 3 years' experience in events management, campaigns, events programme development;

Specific Professional experience

- Minimum 2 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 expert's performance are: good planning and execution of the assignment, timely presentation of results and outputs, quality of documents and monthly reporting to be provided to the Team Leader and the Beneficiary.

11. Evaluation of work

Performance of the expert will be assessed by the Team Leader and Project Manager based on the monthly reporting from the expert.

12. Other arrangements

Liaise with Team Leader and the other experts when needed 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.