**Project Title:** Improved Evidence-Based Policy-Making, Implementation Practices, and Coordination in the ESP Sector and strengthened capacities to participate in ESF

Objective: Junior Non-Key Visibility and Promotion Expert to be assigned to activity 1.4.2, *Implement raising-awareness campaign about possibilities of social economy in terms of sustainable employment and social inclusion of most vulnerable groups in labour market in all three Montenegrin regions*, 1.6.2., *Organize regional events with the purpose to promote newly developed policies implemented within ESP sector and possibilities of future ESF in all 3 regions of Montenegro*, and 1.7.3., *Provide expert support to the PIU MLSW in the communication, visibility and promotion of the activities implemented within ESP sector The aim of the sub-activity is to provide support to the MLSW in visibility and promotion of the activities implemented within ESP sector*.

**Key Tasks:**

**Activity 1.4.2**

* + - * Supporting SNKE in coordination of production audio-visual material
      * Developing promotion materials for awareness raising campaign
      * Providing support to the TA project team at campaign

**Activity 1.6.2**

* + - * Outlining, organizing, and conducting regional events
      * Providing support to TA project team in collection of promotional material of EU ESF best practices and case studies
      * Providing support to the TA project team at regional events.

**Activity 1.7.3**

* Update the TAT and Beneficiary database including press contacts and relevant institutions.
* Support preparation, production and dissemination of promotion and other project materials
* Ensure that throughout the implementation of the project, EU visibility requirements will be respected, EU and counterpart logos will be included in all official reports and publicity materials,
* Support TAT in production of ad-hoc visibility materials (promotion materials, success stories videos)

**Duration:** This assignment will span 43 working days, commencing on November 2024 and concluding on March 2025.

**Deliverables:**

**Activity 1.4.2**

* + - * Audio-visual materials designed.
      * Promotion materials for events developed
      * Awareness raising campaign held.
      * Report on awareness raising campaign held (how many participants were in attendance, any feedback etc.) prepared.

**Activity 1.6.2**

* + - * plan outlining the organization of regional events (timeframe, locations, activities, stakeholders, contacts, costs, agenda, etc.) revised
      * At least 9 regional events with a minimum of 90 participants organized.
      * Report on each event held (how many participants were in attendance, any feedback etc.) prepared.

**Activity 1.7.3**

* Database of relevant institutions and press contacts established.
* At least 10 information in social media and web page of Ministry of labor, Employment and Social dialog and Ministry of Social Welfare, Family care and Demography announced

**Requirements:**

A JNKE is required for the job with the following qualifications and skills.

General requirements

* University degree (where a degree has been awarded on completion of four years study in a university or equivalent institution) in communication, journalism, marketing or other closely related field;
* Minimum 3 years of work in communication /marketing /advertising/ journalism/ or similar fields;
* Strong communication skills in writing and editing content and designing communication and outreach materials for an organization
* Ability to engage with media, including engaging with and influencing policy makers, and concerned stakeholders particularly tripartite partners.
* Ability to analyze complex information from different sources and to synthesize this information into coherent briefs and communication documents in appropriate style and use traditional and new media channels for distribution.
* Ability to express clearly and concisely ideas and concepts in written and oral form
* Advanced computer skills; proficiency in MS Word, Excel, PowerPoint;
* Proficient knowledge of English.

Specific requirement

* Knowledge of designing and executing advocacy campaigns
* Knowledge of multimedia to develop a range of communication and information products.
* Experience in producing, editing and / or distributing written, audio-visual and electronic information material on social media.

Desirable requirement

• Knowledge of the local language.

Application letter and EU format CV, both in English, must be submitted by e-mail to manderloni@archidata.it no later than 06.10.2024 titled:

“Application for the position – Junior Non-Key Visibility and Promotion Expert”

Attachment: ToR of the position

I look forward to working closely with each of you to achieve our objectives and deliver meaningful results.