



## TERMS OF REFERENCE

- A. **Job title:** Social media specialist
- B. **Type of position:** National/International
- C. **Duty Station:** Home based/Podgorica, Montenegro
- D. **Contract type:** Consultant
- E. **Duration of appointment:** 40 working days (a day will be calculated as 8 hours and could be prorated to the hours worked) in the period 20<sup>th</sup> May 2024 – 31<sup>st</sup> December 2024, with the possibility of extension
- F. **Deadline for application:** 9<sup>th</sup> May, 15:00h

### I Background

The project “Biodiversity Mainstreaming into Sectoral Policies and Practices and Strengthen Protection of Biodiversity Hot-spots in Montenegro” is geographically focused on the Key Biodiversity Areas (KBAs) of Montenegro and includes various types of interventions and involves both ecosystem protection and work with production sectors, such as tourism, agriculture, and forestry.

Component 1 of the proposed project deals with the management constraints associated with the Protected Areas (PA's) estate and unprotected biodiversity hot-spots. The project will provide for the improved management of the pilot PA's in order to ensure compliance with the international requirements for the protection of valuable biodiversity within the KBAs and other international biodiversity hot-spots. Through spatial planning instruments, the project will promote concrete solutions for valuable and threatened biodiversity conservation outside the PA's.

The Component 2 targets the productive landscape outside PA's and in the vicinity of KBA's, where the project will address the sectoral threats to biodiversity via mainstreaming biodiversity-friendly practices and adjust the sectoral development scenarios for tourism, agriculture and forestry to take into account the potential impact on biodiversity.

All the activities connected to the above-mentioned components should be visible to the general public, stakeholders and partners on the project, and best way for it are promotion on social medias and project website.

The task under this Terms of Reference is connected to all project Components and Outcomes, and the aim is to raise awareness and present all the results of the project to general public, stakeholders and project partners and beneficiaries.

### II Objectives of the assignment:

Under the overall supervision and guidance of the Project Manager and a Knowledge, Communication and M&E Consultant, the Social Media Specialist will have the responsibility for executing the social media



strategy of the project aiming to raise awareness about biodiversity issues in Montenegro, promote project outputs and activities as well as biodiversity-friendly practices, share educational content in line with project outputs and engage relevant stakeholders in project implementation.

### **III Job content**

The engaged consultant will have the following specific responsibilities during the period 20<sup>th</sup> May 2024 – 31<sup>st</sup> December 2024:

- Maintenance of social media pages of the project (Facebook, Instagram, LinkedIn) - creating and sharing engaging content, developing reels based on the short videos submitted by project team members, optimizing project pages, moderating user-generated content, analyzing social data, etc;
- Together with Knowledge, Communication and M&E Consultant develop a content calendar that aligns with the project's goals and ensures a consistent posting schedule across platforms;
- Together with Knowledge, Communication and M&E Consultant maintain of the project website/webpages and ensure it is up-to-date and dynamic;
- Regularly track and analyze social media metrics (e.g., reach, engagement, conversion rates) to assess the effectiveness of the social media strategy and make data-driven improvements (on a quarterly basis);
- Monitor activities and discussions and debates on social media and will report on it and propose ways to adapt communication on social media;
- Be prepared to handle social media crises and negative feedback professionally and promptly;
- Design of posts on social media using relevant design tools and/or platforms;
- Paid promotion on social media in total amount of maximum 1.000,00 EUR until 31<sup>st</sup> December 2024.

### **IV Deliverables:**

- At least 40 designed posts on each social media profile (Instagram, Facebook, LinkedIn);
- Developed content calendar for 2024;
- Progress report for period May-August 2024;
- Final report for period May-December 2024;
- Paid promotion on post on social media in amount of maximum 1.000,00 EUR.

### **V Competencies:**

- Demonstrates integrity and ethics;
- Ability to lead strategic planning, results-based management and reporting;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Builds strong relationships with clients, focuses on impact and result for the client and responds positively to feedback;
- Consistently approaches work with energy and a positive, constructive attitude;
- Excellent communication skills, facility in working with teams and capacity to compose clear and readable narrative reports both, in English and local language;



- Demonstrates ability to manage complexities and work under pressure, as well as conflict resolution skills;
- Excellent organizational and time management skills;
- Knowledge Management and Learning;
- Shares knowledge and experience;
- Actively works towards continuing personal learning, acts on learning plan and applies newly acquired skills.
- Ability to perform a variety of standard tasks related to Results Management, including collecting of documentation, data entering, preparation of revisions, filling, and provision of information;
- Ability to provide input to business processes re-engineering, and implementation of new systems;
- Responds positively to feedback;
- Ability to work independently and in a team.

#### **VI Qualifications and expertise:**

- University degree (preferably in the field of social sciences (communications, public relations, marketing, law, political sciences, journalism or a related field));
- At least three years of relevant work experience of developing and executing social media strategy, and maintenance of social media pages of the project, ideally involving international donors;
- Good knowledge of designing of posts, especially for Instagram;
- Usage of design tools such as Canva, or other approved platforms to craft high-quality content;
- Previous experience with Government and/or UN projects will be a definite asset, especially in the area of biodiversity/environmental protection;
- Strong professional working capacity to use information and communications technology, specifically including website design, desktop publishing software and social media;
- Understanding of environment protection principles and issues;
- Very good inter-personal skills;
- Excellent language skills in English (writing, speaking and reading) and in local language.

#### **VII Application procedure:**

Candidates must submit their applications, via email to the following email address [irena.krivokapic@mepg.gov.me](mailto:irena.krivokapic@mepg.gov.me) i [irenakrivokapic@gmail.com](mailto:irenakrivokapic@gmail.com) clearly specifying the job for which the candidate is applying for.

For the application to be valid, the following needs to be provided:

- A Curriculum vitae CV (Europass format is preferred);
- Filled in reference form (Annex 1);
- A signed declaration (Annex 2);



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- Portfolio of previous lead social media accounts, with details about number of followers, best posts, etc.

Applications must be delivered/drafted in English. Incomplete applications will not be taken into consideration. Applications must be sent by email no later than 9<sup>th</sup> May 2024, 15h CET.

Only shortlisted candidates will be contacted for the interviews.

The Project Implementation Unit reserves the right to request additional documentation and/or to schedule a written test for candidates, should they deem necessary for the evaluation process.

Term of reference approved by:

Name and title: Tamara Brajović, National Project Director

Signature: 

Date: 24th April 2024