



## THE EUROPEAN UNION'S CROSS-BORDER COOPERATION PROGRAMME

### Annex 5 (a-2): TOR Communication and visibility officer

#### IPA CROSS-BORDER PROGRAMME ALBANIA 2014-2020

#### JOB DESCRIPTION

#### The Position of “Communication and visibility officer”

##### ***Background***

The Joint Technical Secretariat, located in Struga, is the administrative body in charge of the day-to-day management of the IPA cross-border programme 2014-2020.

##### ***Contracting Authority***

The contracting authority will be the Ministry of Local Self Government (MoLSG).

This position will be financed under Technical assistance (TA) for the Cross – border Cooperation Programme 2014 - 2020

##### ***Position summary and duration***

The Communication and visibility officer shall discharge his or her duties for a maximum of 60 working days in the office and on the field, over 3 years of contract duration.

The Communication and visibility officer under the direction of the Head of JTS will be in charge of all administrative and logistic tasks, related to the communication and visibility internal functioning of the JTS.

##### ***Essential Job Functions***

Under the supervision of the Head of JTS, Team Leader and assisted by the other Project Officers, the



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Communication and visibility officer will be responsible to:

- Implement, update and monitor a Communication and Visibility Plan;
- Oversee the design and editorial content of the website and intranet, ensuring that content are regularly updated and promoted, and maintain the programme website;
- Organize or assist with the organization of events as indicated in the JTS work plans, timetables for Calls for Proposals, and/or Communication and visibility Plan;
- Communicate complex information in a lively, accurate and readable manner in a variety of formats, including, press releases, magazines, newsletters, websites and letters, and targeted at a range of audiences.
- Prepare and arrange for the production of printed materials (brochures, news letter, leaflets posters) as indicated in JTS work plans and / or Communication and visibility Plan;
- Proactively identify media opportunities and, in close liaison with team leader, plan and implement media events including press releases, report launches and press conferences;
- Draft press releases, statements, news summaries and ensure print and electronic media coverage for the events;
- Collecting all publications and records for project files, and contribute to the Project Progress Reports with all published materials, broadcasts and events;
- Ensure the visibility in all programme events, on printed materials, etc;
- Provide technical advice and support to team leader and other staff in planning and developing relevant communication and visibility products;
- Participation in public procurement and subcontracting procedures including preparation of related technical documentation in the area of the communication and visibility;
- Where appropriate, taking part in seminars or teaching sessions for future media coverage;
- Assisting the Head of JTS as the Team Leader in preparation and delivering of workshops to potential applicants/grant beneficiaries (Visibility aspects of project; preparation/implementation) and other events in the field, particularly related to Communication and Visibility matters;
- Deliver high quality work to time in a pressured environment; to work to a number of competing deadlines and to 'multi – task.
- File all documents appropriately, in physical or electronic form, or both;
- Fulfillment of any other tasks assigned by the Head of the JTS.

### **Profile and qualifications**

- University degree preferably in communication, journalism, marketing, media, business administration, or related relevant fields;
- Fluency in both written and spoken English. Fluency in the official languages of the partner beneficiary countries will be considered as an asset.
- 5 years' work experience after graduation, in communication and visibility matters;
- Working experience in media relations.
- Ambition to work in an international environment with different administrative traditions;
- Experience with the administration of international donor project management, preferably, experience in

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communication and visibility matters, is an asset;

- Experience in at least 3 EU-funded projects/programmes will be an asset.
- Excellent writing skills.
- Ability to respond to and prioritize a very diverse range of media enquiries relating to the Programme;
- Very good computer skills: MS Office including Excel, Access and PowerPoint, Internet and ability to summarize data and present reports on media mentions, outputs and outcomes;
- Very good communication skills, creative and problem-solving oriented.

### ***Location***

The working place will be based in the JTS Headquarter in Struga.

### ***Reporting***

Formally, the JTS Communication and visibility officer will be reporting to the Head of JTS Struga, as the Team Leader, as well as to the Project Manager appointed by the MoLSG and to the Albanian Operating Structure (if needed).

He / She will prepare a monthly report about the implementation of the activities, under the Communication and Visibility Plan. He / She each month will prepare a timesheet and will submit to the Head of JTS for approval. The approved Time sheet by the Head of JTS should be adopted by the Project Manager appointed by the MoLSG, and the Project Manager of this Programme in the DEU in Skopje.

### ***Note***

The above job description is meant to describe the general nature and level of work being performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.



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## THE EUROPEAN UNION'S CROSS-BORDER COOPERATION PROGRAMME

### Annex 5 (a-1): Indicative table of the outputs and time table of implementation

Outputs	Timetable
<b>Website</b>	
Upgrade and maintenance, periodically update the project website, drafting information for the planned and realized project activities that will be posted on the website.	2016 - 2019 continuously
<b>Organise / assist with the organisation of Events</b>	
3 Visibility events ETCD CfP1 One visibility event after contracting the grant beneficiaries under the 1 <sup>st</sup> CfPs., Further visibility events to be decided by OSs and /or JMC	October 2016, October 2017 and October 2018 June 2016 April 2017
Coordinating the publicizing of the press conferences and other project events, with the relevant media people and institutions	October 2016, October 2017 and October 2018, CfPs, April 2017
Develop media communication, including drafting press briefings and press releases, for each significant event or step in implementing the Programme (ETCD, CfP,..), their distribution to the target groups and monitor press clippings	October 2016, October 2017 and October 2018, CfP, April 2017
Preparing mass media information of the project for each significant event or step in implementing the Programme (ETCD, CfP,..) on TV / radio broadcasts, and monitor press clippings	October 2016, October 2017 and October 2018, CfP, April 2017
<b>Prepare and arrange for the production of printed materials</b>	
Drafting brochures and leaflets and coordinate with preparation and production of the brochures and leaflets, with publishing company. Dissemination of brochures and leaflets.	May 2016  2016 - 2019 continuously
Drafting Newsletters and coordinate with preparation and production of the Newsletters, with publishing company. Dissemination of Newsletters.	June 2016, January 2017, June 2017, January 2018, June 2018  2016 - 2019 continuously
Coordinate with preparation and production of the posters and other promotional materials, with publishing company. Dissemination of the promotion materials.	May 2016  2016 - 2019 continuously
Adverts Calls for Proposals	May 2016
Drafting Visibility guidelines for grant beneficiaries	April 2017



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