



Vacancy Number: 011-019
Category: Project Staff
Type of Appointment: Fixed-term
Department: Programme Department
Location: Sarajevo, Bosnia and Herzegovina
Deadline for application: 4 December 2019

Terms of Reference for a Communication Officer for the Employment and Social Affairs Platform of the Regional Cooperation Council Secretariat (RCC)

BACKGROUND

The *Employment and Social Affairs Platform 2* (ESAP 2) is a regional project financed by the European Commission and jointly implemented by the Regional Cooperation Council (RCC) and the International Labour Organisation (ILO) in the 6 Western Balkan economies: Albania, Bosnia and Herzegovina, Kosovo* , Montenegro, Republic of North Macedonia and Serbia. The project, which begins its implementation in 2019 and lasts for 3 years, aims to strengthen regional cooperation and institutional capacities of national administrations, enabling them to develop and effectively implement labour market and social policy reforms in their EU enlargement process.

The RCC will implement three thematic components of ESAP 2:

- Informal Employment and Undeclared Work - together with ILO
- Employment Policies and Measures
- Western Balkans Engagement in EU Employment and Social Policies

The Informal Employment and Undeclared Work component will support improved policies for tackling undeclared work through enhanced cooperation and operationalisation at central level of a holistic/strategic compliance approach, generate evidence on what works with regard to transition to formality in the region, and improve capacities to produce more reliable data on the multiple facets of informality.

¹This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence.

The Employment Policies and Measures component will support strengthening institutional capacities of Ministries of Labour and Social Affairs and Public Employment Services in developing, monitoring and evaluating priority labour market policies and measures including measures outlined in Economic Reform Programmes.

The Western Balkans engagement in EU Employment and Social Policies component will increase the exposure of Western Balkan officials from Ministries of Labour and Public Employment Services to EU-wide networks and processes, including the EU Public Employment Service network through benchlearning, and support peer learning in the process of alignment with the EU acquis and the implementation of the European Pillar of Social Rights.

OUTLINE OF THE POSITION

RCC is looking for an experienced and dynamic Communication Officer, who will be responsible for successfully raising the profile and effectively communicating the objectives, activities and results of ESAP 2.

The Communication Officer is expected to work under the direct supervision of ESAP 2 Team Leader, in close collaboration with ESAP 2 team members and under the overall guidance of RCC communications staff in order to support and maintain internal and external communications and to develop strategic visibility, promotional and knowledge products for the ESAP 2 project.

The Communication Officer will perform a wide range of duties including the following:

1. Develop and implement the communication strategy and action plan for ESAP 2
2. Provide communication advice and support to the ESAP project team
3. Oversee the publishing process of ESAP 2 reports and documents, ensuring the highest standard of quality and accuracy
4. Develop and manage contents for the ESAP online platform
5. Monitor external communication activities, including analysis and regular reporting on outcomes

MAIN RESPONSIBILITIES

Develop and implement the communication strategy and action plan for ESAP 2

- Based on the RCC and ESAP communication objectives, and in line with the RCC Communication Strategy, develops and conducts the successful implementation of ESAP's communication strategy and action plan, including both internal and external communication.

Provide communication advice and support to the ESAP project team

- Ensures the preparation and production of quality communication products in English including:
 - Drafts and edits communication items, including newsletters, briefing notes, brochures, factsheets, success stories, media releases, articles, interviews, talking points and other product and resource materials, including their distribution;
 - Produces communication related content for the ESAP and RCC websites and social media (Instagram, Facebook, Twitter, Youtube, blogs);
 - Coordinates the production of audio/video communication materials and other multi-media and communication products;
 - Maintains internal communications and coordinates with RCC communications staff, making sure ESAP communication activities are in line with overall RCC PR activities and approved by the RCC communications staff;
- Supports ESAP team in identifying and developing effective messages and means for delivering them to reach communication objectives;
- Ensures that communications activities promote an accurate image of the organisation and the project amongst targeted audiences.

Oversee the publishing process of ESAP 2 reports and documents, ensuring the highest standard of quality and accuracy

- Oversees the editing, proofreading, layout and design of ESAP publications and reports, ensuring the preparation of clear messages for the project target groups and the wider public;
- Oversees the branding, design principles and guidelines for all ESAP materials and products, ensuring their consistent application;
- Develops communication content around the publications (infographics, summaries, leaflets).

Develop and manage contents for the ESAP online platform

- Supports the Employment and Social Affairs online platform by providing continuous content and technical facilitation and management of the platform;
- Gathers, writes, edits and prepares content for the platform, with possible contributions also for the RCC website, closely liaising with the ESAP project staff as well as other participants from the Western Balkans region in the process;
- Develops, facilitates and monitors activities of communities of practice under the ESAP platform;
- Engages with stakeholders and moderates discussions in online communities and social media platforms;
- Promotes the platform among key national, regional and international stakeholders;
- Analyses key metrics of activity in the platform and prepares regular reports.

Monitor external communication activities, including analysis and regular reporting on outcomes

- Performs liaison work with external stakeholders, including media representatives, relevant international organisations, donors, social partners and civil society;
- Maintains and updates the existing mail and email lists of target audiences, and regularly provides information through those channels.

COMPETENCES

Professionalism: Is familiar with economic and social conditions, challenges and priorities in the Western Balkans; knows processes and procedures related to programme/project administration, implementation and evaluation, technical cooperation, programming and budgeting; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results.

Communication: Speaks and writes clearly and effectively; tailors language, tone, style and format to match audience; demonstrates openness in sharing information and keeping people informed.

Team work: Works collaboratively with colleagues to achieve organisational goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; places team agenda before personal agenda; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.

Planning and organising: Develops clear goals that are consistent with agreed strategies; identifies priority activities and assignments; allocates appropriate amount of time and resources for completing the relevant work; foresees risks and allows for contingencies when planning; monitors and adjusts plans and actions as necessary.

KEY REQUIREMENTS

Education

- Bachelor's degree in communications, public relations, marketing or other related fields, with knowledge of communication and public relations principles (a post graduate degree is desirable)

Work experience

- At least 5 years of professional work experience in communications and/or public relations, preferably in an international environment;
- Demonstrated analytical and writing skills including an ability to nuance and adapt messages to culturally diverse audiences;

- Proven experience and skills in creating content and managing social media channels (Instagram, Twitter and Facebook in particular), , and website content editing and managing;
- Proven experience and skills in external communications and liaison and mobilisation work with media and civil society;
- Advanced working knowledge of relevant computer software including Microsoft Word, Excel and PowerPoint, and proficiency in video/photo editing programmes/apps will be considered an advantage;
- Knowledge in the field of employment and labour markets will be considered an advantage;
- More than two years of experience in designing, editing and producing publications, reports and briefs;
- Demonstrated knowledge and skills in conceptualising, writing and selling to internal and external audiences.

Language

- Advanced English-language writing, editing and spoken skills;
- Knowledge of other languages from the region is an asset.

LOCATION

The holder of the position will be based in Sarajevo.

APPLICATION RULES

Qualified and eligible candidates are invited to send their application containing a motivation letter, CV highlighting relevant experience, a briefing note, a media release or other communication material - as an explanation for the sample of work by **4 December 2019 by 17:00 Central European Time** via e-mail to jobs@rcc.int. Only shortlisted candidates will be contacted. Selection process is based on a written test and competency-based interview.

The candidate should be national of the participants of the RCC Board from South East Europe: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Kosovo*², Moldova, Montenegro, Republic of North Macedonia, Romania, Serbia, Slovenia, Turkey.

RCC is an equal opportunity employer.

² *This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence.