



Vacancy Number: 04/018

Category: Project staff

Type of Appointment: Fixed-term

Location: Sarajevo, Bosnia and Herzegovina

Vacancy issued: 1 February 2018

Deadline for application: 21 February 2018

Terms of Reference - Communications Officer -

**Project: Triple P Tourism in SEE: Promotion, Policy, and Pilots -
of the Regional Cooperation Council Secretariat (RCC)**

RCC is seeking a Communications Officer for its Triple P Tourism Project to be located in Sarajevo, Bosnia and Herzegovina within the RCC Secretariat. The terms of the contract will be determined on the basis of the applicable RCC rule and procedures.

Background

Triple P Tourism Project, a three-year initiative funded by the EU, will focus on the 6 IPA II beneficiaries in the Western Balkans. The approaches to the implementation of the project will be focused on: creating a joint offer/product to foster regional integration in the tourism sector and its joint global promotion, with the goal of diversifying tourism offer of the region; alleviating policy barriers to development of tourism industry and easing of administrative procedures and improving the level of services related to tourism; and supporting small-scale infrastructure projects to support the development of regional tourism offer/product. The work will be guided by the RCC's Tourism Expert Group, comprised of relevant national stakeholders from government and private sector, but will also entail close coordination with the RCC Secretariat's Programme Department (Competitiveness), as well as relevant regional and international organisations. The aim of the Project will be to foster regional cooperation in tourism industry, leading to joint activities in promotion of the region as a sound tourism destination to the global community. This will target the increase of foreign tourists to the region, but also intra-regional tourist connectivity. Furthermore, the development of joint regional tourism offer will attempt to address some of the open questions beyond the boundaries of tourism per se, as this industry is viewed to have positive implication on tourism-related sectors, small and medium-sized enterprises, but also specific policy areas pertinent to development of tourism sector. Furthermore, the Project will support projects on small-scale level, so as to enable smoother flow of tourists along regionally developed routes.

The Regional Cooperation Council (RCC) was established in 2008 as a regionally owned and led framework. It works under the political guidance of the SEECP to promote regional cooperation and European and Euro-Atlantic integration of South East Europe (SEE).

The areas of cooperation in the framework of the RCC are economic and social development; energy and infrastructure; justice and home affairs; security cooperation; building human capital, as well as cross-cutting issues such as parliamentary cooperation, civil society activities and gender mainstreaming.

The RCC is implementing the Strategy and Work Programme 2017-2019 and its biggest part, the South East Europe (SEE) 2020 Strategy, as a basic working document for the organisation until 2020.

The SEE 2020 Strategy aims at promoting creation of jobs and prosperity in a European perspective for the Western Balkans. It has five pillars, which are: Smart Growth (emphasising education, innovation, research and development, culture and creative sectors), Sustainable Growth (ensuring economic sustainability through enterprise creation and export increase, as well as energy efficiency and climate control), Inclusive Growth (supporting employment generation, social inclusion, good health and well-being), Integrated Growth (promoting closer regional integration in terms of trade and investment) and Governance for Growth (including effective public services and fight against corruption).

The organisation maintains close working relations with all actors of relevance to these areas such as governments, international organisations, international financial institutions, regional organisations, private sector and civil society.

The RCC consists of 46 participants. The RCC and its Secretariat receive operational guidance and supervision from the RCC Board. The RCC Board consists of those RCC participants contributing to the budget of the RCC Secretariat.

The RCC has a Secretariat based in Sarajevo, Bosnia and Herzegovina, headed by the Secretary General, and Liaison Office in Brussels which ensures regular communication and cooperation with European and Euro-Atlantic institutions.

Outline of the Position

The Communications Officer for Triple P Tourism Project will work on development and implementation of the communications/PR strategy for the Project. She/he will liaise with the RCC's PR team in promotion and implementation of the action under the guidance of Project Team Leader and under the direct supervision of the RCC Secretariat.

Duties and Responsibilities

The Communications Officer will be tasked with preparation and implementation of the Communications and PR Strategy for the Triple P Tourism Project, under the direct supervision of the Project Team Leader, and the overall guidance of RCC Senior Expert on Competitiveness, the RCC Head of SEE 2020 Programme Department and Secretary General. The work of the Communications Officer will entail preparation of promotion material and events, with the goal

of presentation of the joint regional tourism offer to the global community, as well as Project results to the relevant public.

Responsibilities include, but are not limited to, the following tasks:

- Work on development and implementation of Triple P Tourism Project Communications and PR Strategy, in line with the RCC Communication Strategy, RCC Brand-identity Guidelines and EU standards;
- Developing Triple P Tourism Project Communications Action Plan in accordance with the RCC Communication Strategy and Visual Identity Guidelines in close cooperation with the RCC PR Team;
- Gathering input, preparing and producing public information materials and visual identity items for joint regional tourism offer;
- Developing and maintaining website and internal electronic platform for the Triple P Tourism Project;
- Supporting preparation and publication of articles and other promotion materials in various media (digital, online, print, etc.);
- Utilising existing and/or developing new communication channels in coordination with the RCC PR Team;
- Supporting organisation of regional participation at international tourism fairs and events, and visits of foreign tour operators and media representatives to the region's cultural routes;
- Conducting outreach and public awareness events related to tourism; maintaining regular contacts with journalists and editors in tourism internationally and across the RCC area;
- Organising various press events, press releases, media advisories, interviews, statements, etc.; distributing press releases, statements, translated documents, etc.; preparing media kits and background information on Project activities for journalists and public in general;
- Creating and maintaining media and journalists database (regional and international) related to tourism, other relevant media, institutions and organisations; maintaining public affairs-related documentation and archive, updating related e-mail lists, etc.;
- Monitoring Project's communication budget utilisation;
- Liaising closely with the RCC Secretariat PR Team in promotion and implementation of the Communications and PR Strategy of the Triple P Tourism Project, and ensuring alignment with the RCC's Communication Strategy;
- Performing other related work as assigned by the Team Leader.

Key Requirements:

- University education in public relations, journalism, political or social sciences, or related fields;
- 3-5 years of experience in press/media/communications, government and/or NGOs, news gathering organisations or public relations companies; experience related to tourism promotion will be considered an asset;
- Excellent oral and written communication skills in English and at least one of the languages spoken in the RCC area;
- Excellent writing and organisational skills;
- Excellent computer skills; skilled in web-based applications and browsers; photography skills are considered an asset;
- Advanced computer skills (MS Office, Photoshop, Adobe package, website CMS);
- Multitasking abilities and ability to travel and work under pressure;
- Capacity to work independently, as well as in a multinational team;
- Open-minded, communicative, co-operative, creative, team worker, personal initiative, analytical skills.

Location / Contract

The holder of the position will be based in Sarajevo, Bosnia and Herzegovina, within the RCC Secretariat. Initial contract is concluded for one (1) year period with the trial period of three (3) months and possibility of extension upon completion of performance review.

Application Rules

Qualified candidates are invited to send their cover letter and CV (both in English) by **21 February 2018** 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*[1], Moldova, Montenegro, Romania, Serbia, Slovenia, The Former Yugoslav Republic of Macedonia, Turkey.

^[1] *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.

The RCC is an equal opportunities employer.