

Terms of Reference No. 42

Position: Senior Non-Key Expert on COMMUNICATION AND VISIBILITY

| Project Description  |   |
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| <b>Background information</b>                              | The EU funded project "Technical Assistance for improving the enabling environment for Civil Society Organizations in the Republic of North Macedonia" aims to support the Government in enhancing the enabling environment for civil society, and at the same time to provide support to small and grassroots' organisations in capacity building and developing their sustainable operational ability.  |
| <b>Project objectives, activities and expected results</b> | <p>The overall objective of the project is strengthening the civil society effectiveness by improving the enabling environment for civil society, at central and local level, and by structured CSOs cooperation with public institutions and business community in the country.</p> <p>The project commenced in February 2020 with an initial duration of 30 months and was extended in the meantime on several occasions. The current duration of the project is 73 months, or until 17 March 2026.</p> <p>Based on the Contract Addendum signed in December 2023, a complementary Terms of Reference with a set of new components and activities have been introduced, as presented further below:</p> <p><b>Component 1 A: Support the implementation of the main objectives from the Government Strategy for Cooperation with civil society (2022-2024)</b></p> <ul style="list-style-type: none"> <li>• Activity 1.1.A: Enhancing the capacity of General Secretariat and state institutions to put in place the new legal framework and related secondary legislation for enabling environment for civil society.</li> <li>• Activity 1.2.A: Enhancing the CSOs' capacity for implementation and compliance considering the new legal framework and related secondary legislation for enabling environment for civil society.</li> <li>• Activity 1.3 A: Government re-established a well-structured and efficient mechanism/s for consultation and cooperation with the civil society on sectorial policies and future EU negotiations</li> </ul> <p><b>Component 2 A: Support the implementation of the main objectives of the Gender Action Plan III – Country Level Action Plan for North Macedonia in cooperation with civil society</b></p> <ul style="list-style-type: none"> <li>• Activity 2.1.A: Development of effective methods for gender mainstreaming and monitoring of the gender perspective</li> <li>• Activity 2.2.A: Enabling the CSOs for an effective structural dialogue with institutions and in decision making in regard to gender equality vis a vis the EU's Action Plan on Gender Equality</li> </ul> |
| <b>Geographical area to be covered</b>                     | All eight (8) regions in the Republic of North Macedonia  |
| <b>Project Stakeholders and project beneficiaries</b>      | General Secretariat of the Government Unit of cooperation with CSOs; Council for Cooperation between Government and Civil Society; CSOs, networks, platforms, civic initiatives, and active citizens; Central and local government authorities; Business community. Civil Servants Network falls into the indirect category of beneficiaries.   |

| Scope of the work           |  |
|-----------------------------|--|
| <b>General description</b>  | <p>This assignment will contribute to the overall communication and visibility of the project <i>Technical Assistance for Improving the Enabling Environment for Civil Society Organizations in the Republic of North Macedonia</i>, under Components 1 and 2 of the original project's ToRs and the Complementary ToRs, seeking to achieve the planned results under:</p> <p><b>Component 1: Support the implementation of the main objectives from the Government Strategy for Cooperation with civil society (2022-2024) – Priority I</b></p> <p><b>Component 2: Support for the implementation of Priority III of the Strategy and tailored and direct support for Civil Society Organisations</b></p> <p>*****</p> <p><b>Component 1 A: Support the implementation of the main objectives from the Government Strategy for Cooperation with Civil Society (2022-2024)</b></p> <p><b>Component 2 A: Support the implementation of the main objectives of the Gender Action Plan III – Country Level Action Plan for North Macedonia in cooperation with civil society</b></p>  |
| <b>Main tasks</b>           | <p>The purpose of the assignment is to support the Project's overall communication and visibility, as well as the communication activities of the Council for Cooperation between the Government and Civil Society, with a focus on improving public outreach and visibility. <b>Main tasks include:</b></p> <ul style="list-style-type: none"> <li>• Advise on potential directions and activities to strengthen visibility and present the overall results achieved.</li> <li>• Review existing project publications developed under Component 2 (e.g., PROJECT BOOK, that includes project briefs of the 49 civil society initiatives implemented under the EU Civil Resilience Mechanism and propose recommendations to improve their visibility), and other draft analysis produced under Component 1.</li> <li>• Organize visibility events to promote project achievements and civil society engagement.</li> <li>• Prepare communication materials for the media ahead of events, including: <ul style="list-style-type: none"> <li>○ Media announcements and invitations</li> <li>○ Press releases and key information points</li> <li>○ Statements and interviews</li> </ul> </li> <li>• Prepare speaking points, briefings, and speeches for public events and appearances.</li> <li>• Develop tools for external communication by the Council for Cooperation with Civil Society, focusing on public communication of the Council's role and work</li> <li>• Lead the design and implementation of visibility events.</li> <li>• Organize at least 4 visibility activities (e.g., roundtables, press briefings, or digital campaigns).</li> <li>• Produce visibility materials such as infographics, briefing papers, and success stories.</li> <li>• Ensure clear and consistent messaging around key developments in the CSO–Government relationship.</li> <li>• Draft visibility outputs and contribute to the promotion strategy of the relevant government unit.</li> </ul> |
| <b>Outputs/deliverables</b> | <ul style="list-style-type: none"> <li>• Updated Visibility and Communication plan</li> <li>• Assessment of current publications and communication tools with improvement suggestions.</li> <li>• Compilation of media announcements, press releases, talking points, and speeches prepared.</li> <li>• Tools and guidelines for external communication by the Council for Cooperation of Government with Civil Society.</li> </ul>  |

| Scope of the work |  |
|-------------------|--|
|                   | <ul style="list-style-type: none"> <li>• Documentation of produced infographics, briefing papers, and success stories.</li> <li>• Key messages document and inputs to the broader promotion strategy.</li> <li>• Visibility reports</li> </ul> |

| Logistics and timing                          |  |
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| <b>Location</b>                               | The operational base of the project will be:<br><b>Skopje, Republic of North Macedonia</b>   |
| <b>Start date &amp; Implementation Period</b> | The commencement date is after the EUD approval; preferably in <b>June 2025</b> and the period of implementation of the assignment will be <b>until the end of the project</b> . Total number of working days allocated under this ToR is <b>up to 40 working days</b> . |

| Expert profile and selection criteria    |  |              |       |                          |    |                                 |    |                                  |    |              |            |
|--|--|--------------|-------|--------------------------|----|---------------------------------|----|----------------------------------|----|--------------|------------|
| <b>Qualifications and Skills:</b>        | <ul style="list-style-type: none"> <li>• University degree in the field of law, media and communication, public administration, political sciences, social science or any other field related to the project. In the absence of a University degree, equivalent professional experience of at least 5 years in addition to the requirement of at least 7 years of general professional experience</li> <li>• Outstanding communication and interpersonal skills</li> <li>• Excellent spoken and written English</li> <li>• Excellent writing and analytical skills</li> <li>• Computer literacy (command of Microsoft Office (Word, Excel, Power point, etc.) and the Internet)</li> </ul> |              |       |                          |    |                                 |    |                                  |    |              |            |
| <b>General professional experience:</b>  | <ul style="list-style-type: none"> <li>• At least seven (7) years of general professional work experience in the fields relevant to the assignment.</li> </ul>   |              |       |                          |    |                                 |    |                                  |    |              |            |
| <b>Specific professional experience:</b> | <ul style="list-style-type: none"> <li>• Minimum of five (5) years of experience in strategic communication, media relations, public relations, or communication project management.</li> <li>• Experience designing tools and campaigns for EU Delegations, public institutions or CSO partnerships.</li> <li>• Strong facilitation, drafting, and media engagement background.</li> </ul>  |              |       |                          |    |                                 |    |                                  |    |              |            |
| <b>Evaluation criteria</b>               | <p>The following grid will be conducted during the evaluation process:</p> <table> <tr> <th>Requirements</th><th>Score</th></tr> <tr> <td>Qualification and Skills</td><td>20</td></tr> <tr> <td>General professional experience</td><td>30</td></tr> <tr> <td>Specific professional experience</td><td>50</td></tr> <tr> <td><b>Total</b></td><td><b>100</b></td></tr> </table>   | Requirements | Score | Qualification and Skills | 20 | General professional experience | 30 | Specific professional experience | 50 | <b>Total</b> | <b>100</b> |
| Requirements                             | Score  |              |       |                          |    |                                 |    |                                  |    |              |            |
| Qualification and Skills                 | 20   |              |       |                          |    |                                 |    |                                  |    |              |            |
| General professional experience          | 30   |              |       |                          |    |                                 |    |                                  |    |              |            |
| Specific professional experience         | 50   |              |       |                          |    |                                 |    |                                  |    |              |            |
| <b>Total</b>                             | <b>100</b>   |              |       |                          |    |                                 |    |                                  |    |              |            |

| Reporting                     |   |
|-------------------------------|---|
| <b>Language</b>               | All reports and outputs must be delivered in English.   |
| <b>Reporting requirements</b> | <p><b>Monthly Mission Report</b> with all related outputs and together with the <b>NKE Time Sheet</b> shall be delivered for review and approval to the Team Leader at the end of each month, <b>no later than by the 3<sup>rd</sup> of the month</b> for review, and subsequently revision by the expert/approval by the Team Leader.</p> <p><b>Final Mission Report</b>, with all related outputs, shall also state observations on problems/risks encountered and recommendations for improvements/additional activities/risks mitigation actions shall be delivered with the last Time Sheet of the mission. <b>The NKE will send her/his mission report to the TA project team together with a timesheet, no later than 5 days following the end date of the assignment.</b></p> |

| Reporting                                   |  |
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| <b>Submission &amp; approval of reports</b> | The Mission Reports and Time Sheet(s) of the expert are subject to approval by the Team Leader. Further, the expert's monthly Time Sheets are subject to final approval by the Contracting Authority/EUD.                          |
| <b>Performance indicators</b>               | <p>The indicators reflecting the performance of the expert are defined as follows:</p> <ul style="list-style-type: none"> <li>• timely presentation of outputs, as defined in the ToR</li> <li>• quality of the outputs</li> </ul> |