

**Vacancy:** Communication and Visibility Consultant

**Type of Contract:** Consultancy

**Location** Belgrade, Serbia

**Posting Date:** 4<sup>th</sup> January 2023

**Closing Date for Application:** 20<sup>th</sup> January 2023

**Organizational Background:**

The Roma Education Fund's (REF) mission and goal is to close the gap in educational outcomes between Roma and non-Roma. To achieve this goal, the organization supports policies and programs that ensure quality education for Roma, including desegregation of education systems, through scholarships, grant making, research and advocacy activities.

The objectives of Roma Education Fund include:

- Expanding Romani children's access to quality early childhood education and care;
- Improving primary education outcomes for Romani children aged six to fourteen;
- Boosting academic performance and graduation rates for Romani students in secondary education;
- Supporting access to tertiary education, improving graduation level and strengthening indent of Romani university students;
- Expanding employment opportunities for young Romani adults.

The Roma Education Fund (REF) in Serbia implements the project "Employment Empowerment of Young Roma – phase II" funded by German Financial Cooperation implemented by KfW on behalf of the German Government – Ministry for Economic Cooperation and Development. The overall objective of the project "Employment Empowerment of Young Roma – phase II" is to support the social inclusion of Roma in Serbia by increasing the completion rate of secondary education Roma students and facilitating their transition into the labour market by increasing their professional competencies through a series of activities implemented within three project components: education, employment, and reintegration of Roma returnees. Activities covered by the project include, but are not limited to, the provision of scholarships and mentoring support to Roma secondary education students, providing support to Roma individuals in retraining, vocational training and attending in-demand skills and language courses, providing paid internships for successful Roma graduates, and facilitating employment through cooperation agreements with employers from the private, public, non-governmental and international sectors. Moreover, the project aims to provide specific support young Roma returnees and their families through a grant scheme implemented in cooperation with local partners throughout Serbia.

The Project is supported by the German Financial Cooperation Program implemented by the German Development Bank KfW on behalf of the Government of the Republic of Germany – Ministry of Economic Cooperation and Development and implemented in Serbia.

## Objective

We are looking for an agile, responsible, motivated, and dedicated person to join and support our team in implementation of the project by ensuring visibility of the project, which includes:

- ensuring that all aspects of the project component are efficiently communicated on the social networks and project website in line with the project objectives;
- promoting Roma Education Foundation cooperation with partners from public, civil and private companies;
- developing success stories and draft promotional material which will be distributed in the country and in the region;
- act as a communication focal point in the Roma Education Foundation and handle communication channels with internal and external partners.

This position is open for the period between 1<sup>st</sup> February and 30<sup>th</sup> June 2023. The selected candidate will sign a consultancy contract for at least 50 working days of engagement.

## Duties and responsibilities

The main duties and responsibilities of the Communication and Visibility Consultant is to enhance visibility of the Project, ensure content quality, support the project team, and provide better visibility of the organization, in coordination with REF predefined program objectives.

The Consultant is responsible, but not limited to the following duties:

- 1. Project Communication for Advocacy and Awareness** - The Communication and Visibility Consultant will work closely with the Project's sections to ensure that relevant project materials such as success stories, factsheets, blogs, reports etc. are developed and disseminated to the donor and target groups through relevant media and network channels. The Communication and Visibility Consultant will assist the project officers in the communication proposal stage to identify appropriate communication activities for the project. The Communication and Visibility Consultant will develop creative multimedia products (e.g., print, electronic, audio, visual content, etc.) to reach target stakeholders and audiences.
- 2. Media Relations** - Develop and maintain contact information, materials and relationships with journalists and media outlets (print, TV, radio, web, etc.) in Serbia to increase coverage of Roma education and transition to employment issues in the media (print, broadcast and digital).
- 3. Digital Communication/Social Media** - Update KfW Project website and Facebook page, such as monitoring, posting and content development.
- 4. REF Branding and Communication** - Ensure timely and quality production of advocacy and branding materials such as bulletins, annual and donor reports, supplements, factsheets, briefing notes, stories, videos, pictures etc. The Communication and Visibility Consultant will develop and archive communication materials (including digital) such as publications, press releases and clippings, photographs, audio-visual materials, web resources etc.
- 5. Events and Campaigns** - Assist in organizing and generating public support for events and campaigns which are essential for the Roma children inclusion. Support organization of

workshops, seminars, campaigns, events, and project review meetings including meeting minutes (design, contractors, press and media monitoring).

- 6. Working relations** - The Communication and Visibility Consultant will work closely with the Project Manager, REF Senior Communication Officer and the Project Officers. He/she will maintain close interaction with the program staff of the REF network, and with the entities regarding communications work within and outside the government, including the local media and REF partners.
- 7. Press clipping and media monitoring** - The Communication and Visibility Consultant will follow media channels and conduct media monitoring for the assigned project.

**Required qualifications:**

- At least B.A. in social sciences, preferably in communications, journalism, public relations, or a related field.
- At least three years of similar work experience is required.
- Acquaintance with digital tools, experience with local and global digital framework and trends.
- Previous experience in working with Roma and/or Roma CSOs is an advantage.
- Experience in an international organization is desirable.
- Ability to adapt and respond in a flexible manner when needed.
- Excellent oral and written communications in English and Serbian. Knowledge of Romani languages will be considered an advantage.
- Excellent English-language writing, verbal, and editing abilities.
- Desirable knowledge of at least one foreign language custom to the countries where REF carries out its activities in the Western Balkans (not required but considered an added value).
- Gender sensitivity and respect for diversity.

**How to Apply**

This position is open only for candidates with the citizenship of or permanent residence in the Republic of Serbia. Interested candidates who meet the requirements set out in the Call for Applications are invited to apply for the position electronically by sending their CV, Cover Letter (both in English), and the proposed daily fee (in RSD), to: [office.serbia@romaeducationfund.org](mailto:office.serbia@romaeducationfund.org) no later than **20<sup>th</sup> January 2023** [CoB] with the subject line: Application: Communication and Visibility Consultant – KfW Project.

All received applications will be subject to a through administrative check. Applications submitted after the specified deadline, incomplete applications (missing CV, Cover Letter and/or proposed daily fee), as well as applications submitted in languages other than English will not be considered.

Only candidates whose applications meet the above listed requirements and the criteria set out in the Call will be considered for the next step in the selection process.

Roma Education Fund is an equal opportunities employer.