



Management of the EU Info Centre in Podgorica, Montenegro, IPA/2018/402-771

Terms of Reference Key expert 1: Team Leader

Introduction

In December 2010, Montenegro became a candidate country for membership in the European Union (EU). The process of EU accession brings numerous political, socio-economic, environmental, cultural and other challenges and opportunities for the citizens of this country. The EU enlargement will have impact on their towns, villages, business opportunities, institutions, public services, mobility. That is why citizens should be objectively informed and, more important, involved in the debate through interaction – to ensure that they understand the impact of the accession and participate more actively in the process.

During this transformation, the population of Montenegro needs to become more aware of an abundance of support from partnership with the EU. It is, therefore, EU's responsibility to help all the layers of population in apprehending the nature of change that reflects not only in institutional, procedural, technical and legislative metamorphoses but also in the quality of everyday life and reinstatement of human values. Apart from well-being of their own country, Montenegrin citizens also need to understand that the enlargement process contributes to the overall stability and security in Europe.

The Delegation of the European Union to Montenegro (DEU) is determined to develop better communication with the public. In recent years, the DEU has actively promoted public debate about the EU enlargement in Montenegro, through communications activities for civil society organisations, journalists and other parts of society. Besides the DEU itself, the EU Info Centre (EUIC) is the most important point of reference for citizens in terms of obtaining direct information about the EU accession and related matters.

Launched in March 2014, the EUIC has been contributing to a greater understanding of EU issues and the visibility of assistance provided by the EU in Montenegro. It is a place where all interested citizens can get answers to questions about the values and policies of the European Union, the process of European integration, as well as the programs and projects that the EU finances in Montenegro. The EUIC also organises workshops, public debates, seminars, cultural events, group visits, exhibitions, concerts, media conferences, sports, information and other events related to the EU; and provides publications on EU institutions and European integration in English and in the local language.

EU Info Centre's Target Audiences

Governmental and local municipal institutions and organisations; Central and local public administration; Civil Society (NGO Community, Branch Chambers, Employers Unions, Trade Unions, etc.); Economic operators including small/medium enterprises; National and local media directors, editors and journalists; Academic circles, including researchers, students; School children; Citizens.

EU Info Centre's Purpose

Provide objective, clear and accessible information to a wider audience and specific target groups in Montenegro on the EU, its policies and assistance programmes; Organise various activities and events to



support the media in understanding the integration process, individual EU policies and functioning of the EU institutions.

Expected results

- Improved knowledge and understanding of the European Union, EU institutions and assistance programmes among specific target groups and broader audiences;
- Improved understanding of European integration process, Montenegro's responsibilities on the way towards the EU, and increased public support to EU membership of Montenegro;
- Improved understanding and visibility of EU-funded projects in Montenegro through different information and communication tools.

Objectives and Scope of the Assignment

This post is funded for a finite period of one year and may be subject to extension. We are looking for a competent, full-time Team Leader that shall be responsible for the overall coordination, implementation and quality assurance of the project. The Team Leader shall be in charge of the implementation of the project, and organisation of project activities, supervision and reporting of data flow to the Contracting Authority.

Duties and Responsibilities

- Shall be the main contact point for the EU Delegation to Montenegro.
- Will oversee all the planning processes in planning of communication activities and strategies.
- Will be in charge of the reporting to the EU Delegation and to the Contractor, acting as the main contact point.
- Coordinate with the EU Delegation and other partners regularly.
- Budget planning and managing administrative work regarding budget implementation.
- Offer solutions to resolve problems in a timely manner.

Qualifications and skills

- A level of education which corresponds to completed university studies of at least 4 years attested by a diploma in Journalism, Communications, Public Relations, Political Science/International Relations, Law or Marketing or at least 5 years of professional experience in areas related to this contract.
- Excellent spoken and written English. Local language knowledge (Montenegrin, Bosnian, Croatian, Serbian) would be an asset.
- At least 7 years of professional experience in journalism or public relations/working with media.

Specific professional experience

- Excellent knowledge on the EU, its policies and the European integration process.



- At least one year of professional work experience in leadership and team management of complex information and communication projects.
- Knowledge of the Montenegrin media scene and the political spectrum of Montenegro would be an asset.
- Wide network of contacts relevant for the implementation of this contract ranging from journalists, to logistics management, facility management, art scene, web hosting, advertising to media buying and contacts to the local academia would be an asset.
- Previous experience in an EU-funded project would be an asset.

Time frame and Location

The Team Leader will be engaged within the period of one year (January 2020 – January 2021) with the possibility of extension for additional two years and will be based in Podgorica, Montenegro. The initial contract will be concluded for one year with the probation period of three months, and may be subject to extension in accordance with the Contractor's and Contracting Authority's settled policies.

Application Information

Qualified applicants are invited to send a cover letter explaining the motivation for the Assignment, and Curriculum Vitae including information on relevant knowledge and experience and contact details, all rendered into English by 06 January 2020 by 17:00 CET, via e-mail to a.lucic@blumm.pomilio.com.

Only shortlisted applicants will be contacted.