

SUPPORT OF QUALITY ASSURANCE SYSTEM FOR SOCIAL SERVICES

IPA III/2024/460-113

EC-NEAR/SKP/2024/EA-RP/0009

VACANCY NOTICE

SENIOR NON-KEY EXPERT IN COMMUNICATION AND VISIBILITY ACTIVITIES

Project title:	Support of Quality Assurance System for Social Services
Contracting Authority:	European Union Delegation (EUD) in North Macedonia
Implemented by:	WYG SAVJETOVANJE d.o.o. with CGM Consorzi with CGM Consorzio Nazionale della Cooperazione Sociale Gio Mattarelli
Beneficiary institutions:	Ministry of Social Policy, Demographics and Youth MSPDY
Project duration	30 months, from November 2024 to May 2027

BACKGROUND

The Senior Non-Key Expert in Communication and Visibility Activities will work as part of the project team for the EU funded project "Support of Quality Assurance System for Social Services" in the Republic of North Macedonia.

Overall objective of the project is to support reforms and policies that promotes access to quality social services for all beneficiaries throughout the country. The purpose of the project is to further develop and support the implementation of comprehensive effective and efficient quality assurance system of social services.

Expected Outputs to be achieved are the following:

- Output 1: Enhanced functional framework for implementation of quality assurance standards for delivery of social services through advancement of M&E system and performance framework for measuring at national, regional and local level.
- Output 2: Reinforced capacities of relevant stakeholders for applying comprehensive set of M&E methodology and tools for delivery of social services, as well enhanced reporting and planning at national, regional and local level.
- Output 3: Enhanced capacities for conducting supervision and inspection by relevant institutions.

Target groups are relevant staff from the following stakeholders responsible and involved in the monitoring, evaluation and inspection of social services:

- Ministry of Social Policy, Demographics and Youth and its departments with roles and responsibilities in monitoring, evaluation, supervision and inspection of social services (Social Protection Department, Social Inspection Department, Department for Decentralisation of and Development of Social Protection Services at Local Level, other departments), Institute for Social Activities (ISA);
- Multi-functional Assessment Commissions, Commission for licensing of social services and Commission for financing of social services;
- Social Work Centres;
- Local Self-Government Units (Municipalities);

- Public and Private Social Service Providers;
- Users of services (final beneficiaries' level)
- Ombudsman

TASKS

Key tasks of SNKE include:

1. Updating and implementing a Communication and Visibility Plan (Strategic Communication Plan).
2. Organizing public events including project openings and final conferences.
3. Developing and designing visibility materials and digital assets (logo, slogan, posters, and updates, webpage, social media services, promotional products, etc.).
4. Conducting awareness campaigns targeting social services providers, social services users, and their families. Promotional materials and campaigns should primarily focus on these groups. Promotional materials and awareness raising campaigns should also be targeted to civil society and general public.

DESCRIPTION OF THE ASSIGNMENT

Planned days – contracting period:

There are a total of up to **65 working days** planned for the SNKE during the period April 2025 – May 2027. Allocation of days to specific tasks is provisional.

Outputs:

- Continued successful implementation, update and revision of the Communication Strategy and Visibility Plan, in line with EU visibility guidelines;
- Written content of various publications related to project implementation, impact, values and interest regularly developed and published;
- Additional support to Team Leader and Key Expert 2 and other project's non key experts on visibility and communication as deemed necessary;
- Opening and Closing Conference, and other project's events visibility are ensured.

Management

- The expert will be responsible to the Project Team Leader.

Location:

The office base is in Skopje. In addition, various activities may be performed elsewhere in North Macedonia.

Qualifications and Skills Required

- At least a University Degree (where a university degree has been awarded on completion of a minimum of 3 years of study in a university or equivalent institution) or 5 years of general experience above the minimum relevant experience requested in the field;
- An excellent command in English;
- Full computer literacy;
- Strong experience in preparing written reports;
- Ability to work as part of a team.

General professional experience

- At least 7 years relevant experience in the field of the communication and awareness raising campaigns

Specific professional experience

- At least 7 years of relevant professional experience in the public communication;
- Experience in implementing at least 2 communication programs of EU funded projects;
- Experience in working with national media in North Macedonia for at least 3 years will be an advantage

Submission of Applications

Applications must be sent in English (CV in Europass format and a motivation letter) via e-mail to Ms. Sanya Stamenkovska, Office Manager, sanya.stamenkovska@wyg-ta.eu, indicating "Senior Non-Key Expert in Communication and Visibility Activities" in the subject line. References must be available on request.

The application submission deadline is **24 March 2025**. Applications received after the deadline or incomplete applications will not be taken into consideration. Only short-listed candidates will be contacted.

IMPORTANT NOTICE

The expert must not have had any contractual relationship with the public administration of the Republic of North Macedonia for at least 6 (six) months prior to his/her hiring.