

## **TOR for Public Relations Officer**

### **Head Office / Secretariat of the Regional Rural Development Standing Working Group in South-Eastern Europe (SWG) – Skopje**

#### **Terms of Reference (ToR) for Engagement of Public Relations Officer**

##### **1. Introduction**

The Regional Rural Development Standing Working Group (SWG), as a platform for networking and regional co-operation, has been established during the Agricultural Policy Forum 2005 (“Rural Development Opportunities for Co-operation in the SEE”) held in Macedonia and Serbia in June 2005.

With the International Agreement in March 2009, the SWG is registered as an International Intergovernmental Organization, with its managing and coordinative body – SWG Head Office/Secretariat based in Skopje, Macedonia. On September 7<sup>th</sup> 2009, the Law on Ratification of the SWG Agreement has been decisively completed by the Parliament of the Republic of Macedonia.

The main SWG strategic framework is composed of the following elements:

SWG vision is to promote innovative and sustainable agriculture and rural development through regional cooperation, to improve rural livelihoods in the SEE countries.

Mission - to increase horizontal cooperation among respective countries and territories of South Eastern Europe, by coordinating regional initiatives related to agriculture and rural development and supporting the process of social and economic development of rural areas in SEE region.

General objective of SWG is to facilitate close cooperation between the Ministries of Agriculture and other stakeholders in the field of agriculture and rural development and to support EU integration in SEE. The SWG has four specific objectives on which the organization has focused its work:

1. To improve the common understanding on agriculture and rural development policies;
2. To assist the improvement of implementing structures and systems for agriculture and rural development, with specific emphasis on cross border cooperation;
3. To improve the understanding and use of implementation tools for agriculture and rural development;
4. To identify and share information and application of good practice in agriculture and rural development to broaden the rural agenda.

##### **2. Background**

The engagement of the Public Relations Officer is foreseen within the project “Regional cooperation and networking in the field of agriculture, rural and economic development of cross-border areas”.

The project aims at fostering regional cooperation among institutions and stakeholders in the field of agricultural and rural development along with facilitation of the process of a balanced territorial development of the WB countries on the path towards EU integration. The objective



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of the project is to strengthen the horizontal and vertical coordination and networking among all stakeholders (public, private and civil), needed to encourage inclusive economic growth and sustainable rural development during the EU accession process of the Western Balkans.

Since its introduction, the ABD approach has proven to be an efficient type of action for enhancing regional cooperation and fostering integrated economic development of rural cross-border regions in the WB. This success comes from the fact that the approach is people-centred, based on understanding the realities of the rural population and on the principle of their participation in determining priorities for intervention. It is also holistic in that it is non-sector oriented and it recognizes multiple actors, strategies and outcomes. Its activities are devoted to different dimensions of sustainability such as environmental, economic and social.

The ABD approach has been operationalised with functional Project Management Units (PMU) in four cross-border regions of 'Drina-Tara' (Bosnia and Herzegovina, Montenegro and Serbia), 'Drina-Sava' (Bosnia and Herzegovina, Croatia and Serbia), 'Prespa' (Albania and Macedonia) and 'Sharra' (Albania, Macedonia and Kosovo\*) as well as a Regional PMU Office in Belgrade. With baseline analysis as well as a strategic plan prepared, the project will support the application of the ABD approach and the establishment of similar structures in additional three regions: 'Krsh' (Bosnia and Herzegovina, Croatia and Montenegro), 'Pcinja - Krajishte' (Serbia, Bulgaria and Macedonia) and 'Prokletije – Bjeshket e Nemuna' (Albania, Kosovo\* and Montenegro). The PMUs act as a coordination bodies for the stakeholders and established stakeholder groups (SHG) in each of the region. The stakeholder groups function as a latent Local Action Groups (LAGs) with a regional multilateral character in the cross-border regions following the principles of the EU LEADER approach. The SHGs consist of representatives from local governments, the business sector (private actors and business organizations, including agricultural holdings and/or cooperatives) and civil society organizations (NGOs) other than business organizations.

During project implementation, the SWG will promote regional cooperation as a platform, with coordination of the regional structures in the seven-target cross-border areas, through facilitation of capacity building process, as well as dissemination of knowledge and information on key economic developmental issues. The structures will retain their prominent role of strengthening and promoting local ownership by increasing participation within communities and build the sense of involvement and ownership that can instigate local development. The SHGs, in close cooperation with the PMUs, will have the task of identifying local development opportunities and elaborating related strategies, promoting new forms of rural cooperation and partnerships, facilitating the process of preparing applications for support from IPA II instruments and other relevant donors and partner organizations and national support schemes.

In the frame of the local actions, the project will support capacity building measures and active building of local competences. These activities will enable local stakeholders to perform more effectively and thus better manage available resources for the intended purpose of improving the quality and quantity of products and services provided. Improved local competences will in particular contribute to better management and strengthening of short value chains. These local development efforts are further to be strengthened through facilitation and support of cross-border People to People (P2P) activities. The P2P actions are excellent tools for

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*\*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*

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practicing partnerships and cooperation among stakeholders and contributes to strengthening networking, cooperation and promotion of cultural, traditional and natural heritage, as well as enhancing the economic potentials of the rural cross-border regions. These activities will contribute to an increased sense of joint identity, belongingness and networking in the cross-border areas which will be further promoted.

On behalf of the Regional Rural Development Standing Working Group, the SWG Head Office/ Secretariat as a managing and coordinative body will be responsible for the project implementation.

### **3. Specific situation**

The **aim of the engagement** of the Public Relations Officer is to use all forms of media and communication to organize and oversee PR activities and ensure effective communication with stakeholders, media and the public within the project “Regional cooperation and networking in the field of agriculture, rural and economic development of cross-border areas”.

The Public Relations Officer is engaged on a full-time employment basis.

### **4. Tasks of the Public Relations Officer**

In particular, the tasks of the Public Relations Officer are the following:

- planning, developing and implementing communication strategies related to the project;
- Collaborate with internal teams and maintain open communication with senior management;
- seek opportunities for partnerships, sponsorships and advertising;
- collating and analysing media coverage;
- writing and producing presentations and press releases;
- preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes;
- organising events including press conferences, exhibitions, open days and press tours;
- maintaining and updating information on the organisation's website;
- managing and updating information and engaging with users on social media sites such as Twitter, LinkedIn, Youtube and Facebook;
- Assist and facilitate other activities of the SWG in coordination with SWG Head Office/ Secretariat.

### **5. Reporting and outputs**

The Public Relations Officer will deliver:

- Monthly technical report on the performed activities with detailed time sheet for worked hours.
- Mission reports after executed field missions.

The Technical reports should be prepared in English language.

The following **outputs** are foreseen for the Public Relations Officer within this ToR:

- Reports on accomplishment of the communication strategy;
- Analytical reports related to outreach of the SWG communication tools;
- Technical reports on the performed activities.

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### **6. Place of assignment**

The place of assignment of the Public Relations Officer is Skopje, Macedonia and the SEE region.

### **7. Timeframe**

The Public Relations Officer will be engaged for the period **September 2017 – August 2018**.

### **8. Experience and Category of the Public Relations Officer**

The proposed Public Relations Officer shall have the professional qualifications and experience required to successfully cover all the tasks as indicated in this ToR.

#### ***Qualifications and skills***

- University Degree or Diploma in political science, business or media studies, marketing, behavioral sciences or other relevant field. Master level is considered to be an advantage
- Fluency in both written and spoken English
- Knowledge of one language of the region or more is an advantage
- Good IT skills
- Awareness of different media agendas
- Excellent verbal, written and presentation skills.
- Excellent organizational, scheduling and planning skills.
- Ability to juggle different priorities and meet deadlines.
- Awareness of current affairs and a passion for finding out new information.
- Initiative and creativity
- Self-confident and sociable – ability to network effectively.
- Team player.
- Attention to detail.

#### ***General professional experience***

- Minimum of 3 years' experience in PR, marketing, fundraising, events promotion, or journalism trades.
- General experience demonstrating sound knowledge of the situation in South East Europe, the Region, European integration and EU enlargement