



Project title:	EU Neighbourhood Communication Programme (2020-2024) Lot 2: EU Regional Communication Programme for the Southern Neighbourhood (Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Syria, Tunisia) EuropeAid/140654/DH/SER/MULTI
Position:	Key expert 1: Team leader and strategic communication expert
Location:	The Southern Neighbourhood (Brussels Based)
Eligible nationalities:	All
Start of project:	January 2021
Assignment duration:	48 months
Deadline:	4th September 2020
Objective and purpose of the project:	<p>The general objective of this Programme is to contribute to the improvement of public perception and attitudes towards the EU and to the development of a more receptive environment for European values and principles in Neighbourhood partner countries, by delivering and fostering a more tailored and strategic approach in communicating about the impacts of the ENP across the two partner regions. The purpose of this contract is:</p> <ul style="list-style-type: none"> • To improve the EU perception and position it as an active and impactful actor in the world and in the Neighbourhood, through the promotion of its values of democracy, cooperation and international solidarity. • To raise awareness and improve understanding of the benefits and results for citizens of the ENP in the Southern and Eastern partner countries through facts and human-interest stories about the EU and its actions, made available in local languages and through appropriate dissemination channels. • To stimulate a positive public debate among the target audiences about the EU and the partnership with the EU, in particular by building a strong network of multipliers of young age and by working with the local media with a view to maximising outreach to the general public. • To measure the support to and monitor the public perception of the EU in the partner countries; • To contribute to addressing issues related to disinformation, including by raising awareness across the two partner regions. • To create and maintain momentum and demand in society for transformational reforms (including but not limited to: accountable and transparent governance, rule of law, anti-corruption, judiciary) • To build associations between the reform process and tangible improvements in the daily lives of citizens.
Qualifications required:	In charge of the implementation of the contract, management of the team, including key and non-key experts, and reporting. Responsible for the strategic direction for all components but with a special focus on the implementation of component 1 and 4 with support of a team of non-key experts.



	<p><u>Qualifications and skills:</u></p> <ul style="list-style-type: none"> - university degree, or equivalent in at least one of the following fields: media, communication, marketing or advertising - Excellent command of English and French (written and oral); - Strong planning and organisational skills; - Strong inter-personal and networking skills; <p>Excellent reporting and drafting skills</p> <p><u>General professional experience :</u></p> <ul style="list-style-type: none"> - A minimum of 5 years in at least one of the following fields: media, communication, marketing or advertising <p><u>Specific professional experience :</u></p> <ul style="list-style-type: none"> - A minimum of 5 years <u>in managing projects</u> in at least one of the following fields: media, communication, marketing or advertising - A minimum of 5 years in <u>leading communication strategies and implementation</u> in multicultural environments - Experience of working as <u>a communication strategist</u> for at least 3 communication campaigns, as documented by a well-documented presentation of the communication campaigns portfolio, which should be submitted as part of the tender - Specific experience in overseeing advocacy campaigns is an asset - Specific experience in communication activities targeting audiences in the Southern Neighbourhood region is an asset
<p>Other information:</p>	<p><i>If you are interested in the position, please send your CV under the heading “EU Neighbourhood Communication Programme – KE1” and presentation of your communication strategy and campaign portfolio.</i></p> <p><i>Only selected candidates will be contacted.</i></p>
<p>Contact:</p>	<p>lot2@ntu.eu</p>