

SAVA AND DRINA RIVER CORRIDORS INTEGRATED DEVELOPMENT PROGRAMM

TERMS OF REFERENCE

PUBLIC RELATION OFFICER

1. Background

Sava and Drina River Corridors Integrated Development Program (SDIP) aims to accelerate regional economic cooperation in the Western Balkans and help strengthen the institutions and procedures through which the Sava riparian countries collaborate. SDIP will be implemented through a sequential and simultaneous two-phased programmatic approach with five participating countries: Serbia, BiH, Montenegro, Croatia and Slovenia. The objective of the Phase I of the Project is to improve flood protection transboundary water cooperation in the Sava and Drina River Corridors. The proposed SDIP Program Phase I comprises of the following components:

- (i) Component 1: Integrated Management and Development of the Sava River Corridor – this component will finance investment in renovation and upgrading of flood protection infrastructure to reduce the risk and impact of floods, thereby increasing the resilience of the riparian countries to climate related threats.
- (ii) Component 2: Integrated Management and Development of the Drina River Corridor – this component will support multipurpose investments along the Drina River to reduce the risk of flood in Phase I. It will facilitate the implementation of actions, management measures and investments identified by the Drina River Strategic Action Plan being prepared under the ongoing Western Balkans GEF-SCCF Drina River Basin Management Project.
- (iii) Component 3: Project Preparation and Management – this component will support preparation of Phase II activities and operational costs, consultancies, non-consultancy services and goods required for the establishment and operations of the PIUs.
- (iv) Component 4: Regional Activities – this component aims to strengthen strategic regional dialogue, joint planning and sustainable management and development of the shared water resources in the Sava and Drina River Basin, including building resilience to climatic shocks.

The objective of hiring a Public Relation Officer is to provide timely and accurate information on development of SDIP project and to inform the public on upcoming projects and execution of ongoing projects.

2. Scope of Services

Public Relation Officer main tasks and responsibilities will be to:

- support design and implementation of the RDW communication strategy;
- provide expert advice on types of communication (traditional media, social media, analog, digital, etc.), on target groups, effective messaging, etc.
- support design and implementation of the RDW media campaigns;
- carry out daily media monitoring and press clipping analysis
- maintain daily communication with national and local media providers (answers to reporters' questions, provide written statements if needed, etc.)
- prepare and distribute announcements, press releases, press kits
- prepare news for the RDW web page

- prepare draft speeches for the RDW representatives as required
- organise and prepare media events
- establish and regularly updates communication archives
- Any other duties supporting the implementation of the Project, as directed by the PIU Director and/or officials of the RDW.

3. Institutional Arrangements

The Public Relation Officer will be a member of the Project Implementation Unit (PIU) established in the RDW and will work under the authority of the PIU Director.

4. Reporting requirements

The Consultant is obliged to report to the PIU Director.

Minimum reports to be prepared:

- Monthly Reports-The Consultant shall prepare the monthly reports describing tasks performed. This report will form a basis for payment and should be submitted at the end of each month to the PIU Director for approval.
- Ad hoc reports requested by the PIU Director and / or RDW.

The timing of deliverables and their detailed content will be agreed with the PIU Director.

All reports should be submitted in English and /or Serbian language, as needed.

5. Terms and duration of the Assignment

This is a full-time position during the lifetime of the project. The Consultant shall not have other full or part-time assignment during the engagement under this contract.

The Contract will be the Standard World Bank Time-Based Contract for Small Assignments, entered into between the Consultant and the Ministry of Agriculture, Forestry and Water Management – Directorate for Water, as Client.

6. Qualifications

- University degree in Faculty of Law, Political Science, Social Sciences or related fields;
- At least five (5) years of experiences in public relations or media communications;
- Excellent knowledge of Serbian and English language, both written and spoken;
- Computer literacy and ability to use MC Office applications;
- Previous experience in similar assignments, preferably with International Financing Institutions and/or donor funded projects;
- Excellent communication, interpersonal, organization and team working skills;

7. Confidentiality

The Consultant commits to maintaining confidentiality on all information that is not in the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment.

8. Selection of Consultant

A Consultant will be selected in accordance with the Open Competitive Selection of Individual Consultants as set out in the Regulations (July 2016, revised November 2017 and August 2018).

The evaluation criteria for this assignment are:

- Specific Experience relevant to the Assignment (60) Points)
- Qualifications and Competence relevant to the Assignment (40) Points).

The Consultant is eligible and her/his selection does not create any conflict of interest as provided in the Bank`s Procurement Regulations.