

# **REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES – INDIVIDUAL CONSULTANT**

**Republic of Serbia**

**Local Infrastructure and Institutional Development (LIID) Project**

**Project ID No. P174251**

**Assignment Title:**

- **Public Communication and Awareness Specialist (part time individual consultant), Reference No. SER-LIID-IC-CS-23-12**

The Republic of Serbia has received financing in the amount of EUR 265,200,000 equivalent from the World Bank and the Agency Francaise de Development toward the cost of the Serbia Local Infrastructure and Institutional Development (LIID) Project, and intends to apply part of the proceeds to payments for goods, works, non-consulting services and consulting services to be procured under this project.

## **Scope of work**

Consultant will report to the Manager of PIU and key responsibilities shall include, but not be limited to the following:

- Support the Manager and Deputy manager of the PIU in organizing, coordinating, integrating, and monitoring operations of the PIU and the institutions involved in the Project, both at the PIU premises and in the field, during its preparation and implementation
- Work closely with PIU team and other project related teams to organize press briefings, major conferences and seminars, print media, or broadcast media appearances and other communication – related activities
- Coordination of communication with LSGs and respective communities regarding infrastructure renewal and sustainability mobility enhancement (promotion of resilient and inclusive approach) - Key messages, target audience, outreach channels, partners, content, roll-out plan, framework for evaluation etc.
- Coordination of campaigns and raising awareness events for improvement of local roads management, pilot smart mobility solutions, climate related strategic documents design, sustainable urban mobility plans development and identification and initial preparation of future urban investment projects
- Mainstreaming participatory approach – development of Manual for citizen participation and E-government portal extension for informing on the planned infrastructure investments and planned consultations
- Compliance with public communication rules and reporting requirements of the World Bank during public participation processes and other communication activities
- Write and/or oversee the preparation, production, and dissemination of both routine and complex outreach products (e.g., backgrounders, media packets, news releases,

- op-eds/articles, radio/TV broadcasts, PowerPoint presentations, brochures, Q&As, videos, websites, speeches, briefing notes, feature stories, etc.) that promote the image of the Project implementation and PIU to key internal and external audiences;
- Initiate and sustain effective professional relationships with key internal and/or external constituencies (relevant Ministries, Local self-governments, media, civil society, NGOs, academia, and the private sector)
  - Manage and maintain Project website, social media and blog sites
  - Plan, coordinate, schedule, and work on logistics for the visiting missions, meetings, major conferences and seminars, and other outreach activities related with project implementation
  - Prepares reports to Government authorities and WB upon request and actively participate in supervision missions
  - Submit monthly reports on his/her performance and the performance of experts under personal supervision for approval of payment for services rendered
  - Perform other duties in support of project preparation and implementation, as required.

### **Timeframe and Duration**

The Consultant shall provide services on a part-time basis for the life of the project, i.e. until November 30, 2028, with a probationary period of six (6) months.

The expected initial time effort for the assignment is up to 8 working days (i.e., 64 hours) per month. The consultant agrees to be engaged in no more than 48 hours per week cumulatively for this assignment plus any additional assignments/contracts. Depending on the need there is a possibility of increasing the time effort.

### **Required qualifications:**

The Public Communication and Awareness Specialist should possess:

- Advanced university degree (Master's degree or equivalent) in Communications, International Relations/Public Affairs, Journalism, Marketing, Political Science or another relevant field
- Minimum 5 years of professional experience in outreach, communications and awareness fields
- Knowledge of local self-government system and/or work on projects of public importance at LSGs level is mandatory
- Experience in working with IFIs or the EU will be an advantage
- Experience in implementation of technical assistance in the fields of strategic planning and infrastructure development to LSGs and local communities will be advantage
- Track record on planning, development, and execution of a communication strategy in support of defined objectives

- Relevant experiences in development of communication materials, participation manuals and awareness campaigns are mandatory
- Experience and excellent working knowledge of media channels and tools and organization of business and/or diplomacy protocols
- Advanced ability to write, rewrite, or edit complex communications products for purposeful structure, clarity of ideas, and the logical, persuasive presentation
- Openness to change and ability to receive/integrate feedback
- Proven integrity and ability to resist pressure in decision-making
- Strong analytical skills and ability to identify key strategic and management issues, opportunities and risks
- Competence for incorporating gender perspectives into substantive work and ensuring the equal participation of women and man in all areas of work; commitment to the goal of gender balance in staffing and creating a gender sensitive working environment that pays attention to work/life issues
- Knowledge of computer, office software and web-based applications use
- Cultural, religion, race, nationality and age sensitivity and adaptability
- Excellent writing/reporting and presentation skills
- Excellent interpersonal, networking and team building skills
- Excellent knowledge of written and spoken Serbian and English.

The Central Fiduciary Unit (CFU) of the Ministry of Finance now invites eligible Consultants to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The evaluation criteria for the assignment:

- Qualifications and Competence relevant to the Assignment ( 50 Points)
- Specific Experience relevant to the Assignment ( 50 Points)

The attention of interested Consultants is drawn to paragraph 3.14, 3.16 and 3.17 of the ***World Bank's Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, Works, Non-Consulting and Consulting Services (July 2016, revised November 2017, August 2018 and November 2020)*** (“the Regulations”) setting forth the World Bank’s policy on conflict of interest.

A Consultant will be selected in accordance with the *Open Competitive Selection of Individual Consultants* as set out in the Regulations.

Further information can be obtained at the address below during office hours 09:00 to 15:00 hours.

Expressions of interest in English language must be delivered in a written form to the email below, by **June 09, 2023, 12:00 hours, noon**, local time.

Interested consultants must provide **Cover Letter (name and reference number of the assignment to be indicated in the email)** and **CV** representing description of similar assignments, experience in similar conditions and availability of appropriate skills (**scanned diplomas to be sent with CV**).

Contact:	E-mail:	Address:
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