



Management of the EU Info Centre in Podgorica, Montenegro, IPA/2018/402-771

Terms of Reference Key expert 2: Public Relations and Event Manager

Introduction

In December 2010, Montenegro became a candidate country for membership in the European Union (EU). The process of EU accession brings numerous political, socio-economic, environmental, cultural and other challenges and opportunities for the citizens of this country. The EU enlargement will have impact on their towns, villages, business opportunities, institutions, public services, mobility. That is why citizens should be objectively informed and, more important, involved in the debate through interaction – to ensure that they understand the impact of the accession and participate more actively in the process.

During this transformation, the population of Montenegro needs to become more aware of an abundance of support from partnership with the EU. It is, therefore, EU's responsibility to help all the layers of population in apprehending the nature of change that reflects not only in institutional, procedural, technical and legislative metamorphoses but also in the quality of everyday life and reinstatement of human values. Apart from well-being of their own country, Montenegrin citizens also need to understand that the enlargement process contributes to the overall stability and security in Europe.

The Delegation of the European Union to Montenegro (DEU) is determined to develop better communication with the public. In recent years, the DEU has actively promoted public debate about the EU enlargement in Montenegro, through communications activities for civil society organisations, journalists and other parts of society. Besides the DEU itself, the EU Info Centre (EUIC) is the most important point of reference for citizens in terms of obtaining direct information about the EU accession and related matters.

Launched in March 2014, the EUIC has been contributing to a greater understanding of EU issues and the visibility of assistance provided by the EU in Montenegro. It is a place where all interested citizens can get answers to questions about the values and policies of the European Union, the process of European integration, as well as the programs and projects that the EU finances in Montenegro. The EUIC also organises workshops, public debates, seminars, cultural events, group visits, exhibitions, concerts, media conferences, sports, information and other events related to the EU; and provides publications on EU institutions and European integration in English and in the local language.



EU Info Centre's Target Audiences

Governmental and local municipal institutions and organisations; Central and local public administration; Civil Society (NGO Community, Branch Chambers, Employers Unions, Trade Unions, etc.); Economic operators including small/medium enterprises; National and local media directors, editors and journalists; Academic circles, including researchers, students; School children; Citizens.

EU Info Centre's Purpose

Provide objective, clear and accessible information to a wider audience and specific target groups in Montenegro on the EU, its policies and assistance programmes; Organise various activities and events to support the media in understanding the integration process, individual EU policies and functioning of the EU institutions.

Expected results

- Improved knowledge and understanding of the European Union, EU institutions and assistance programmes among specific target groups and broader audiences;
- Improved understanding of European integration process, Montenegro's responsibilities on the way towards the EU, and increased public support to EU membership of Montenegro;
- Improved understanding and visibility of EU-funded projects in Montenegro through different information and communication tools.

Objectives and Scope of the Assignment

This post is funded for a finite period of one year and may be subject to extension. We are looking for a competent, full-time Public Relations and Event Manager to oversee and organise events that will make an impact to our target audiences, and are successful and cost-effective. While paying attention to budget and time constraints, he/she will be i) a project manager who understands PR, marketing and promotion techniques for the purpose of communications for development, and ii) an enthusiastic candidate with fresh ideas and the organisational skills required to not leave anything about an event to chance.

Duties and Responsibilities

This expert will be responsible for proposing, creating, organising, coordinating and implementing all public information and events. He/She will provide feedback on each event to the EU Delegation, providing an objective overview (with indicators) of participation and media coverage.

More specifically, the Public Relations and Event Manager will:

- Creatively contribute to event planning of the EU Info Centre in line with the communication strategy and priorities of the EU in Montenegro



- Plan and organise events with attention to financial and time constraints
- Book venues and schedule speakers
- Coordinate with the EU Delegation and other partners regularly
- Negotiating with different vendors (catering, decorators, musicians etc.)
- Manage all event operations (preparing venue, invitations, catering, interpretation, moderators etc.)
- Budget planning and managing administrative work regarding budget implementation
- Offer solutions to resolve problems in a timely manner
- Evaluate event's success and submit reports

Qualifications and skills

- A level of education which corresponds to completed university studies of at least 4 years attested by a diploma in Communications, Public Relations, Journalism, Social Science (Political Science/International Relations) or at least 5 years of professional experience in areas related to this contract
- Excellent knowledge on the EU, its policies and bodies, the European integration process and the EU's assistance
- Ability to work with people of different nationalities, religions and cultural backgrounds
- Excellent organisational skills, proven communication and presentation skills and ability to work in an environment requiring liaison and collaboration with multiple actors including government representatives, international organisations, and other stakeholders
- Excellent communication skills, including the ability to convey complex concepts and recommendations in a clear and persuasive style tailored to match different audiences
- Computer savvy; proficient in MS Office
- Fluency in speaking and writing English and Montenegrin
- Knowledge of additional EU languages is an asset

General professional experience

- At least 5 years of experience in working in the area of public relations and organising events with public institutions

Specific professional experience

- Experience in organising media conferences and corporate communications events
- Experience of preparing presentations for international audiences would be an asset
- Previous experience in an EU-funded project would be an asset

Time frame and Location

The Public Relations and Event Manager will be engaged within the period of one year (15 January 2020 – 15 January 2021) and will be based in Podgorica, Montenegro. The initial contract will be



concluded for one year with the probation period of three months, and may be subject to extension in accordance with the Contractor's and Contracting Authority's settled policies.

Application Information

Qualified applicants are invited to send a cover letter explaining the motivation for the Assignment, and Curriculum Vitae including information on relevant knowledge and experience and contact details, all rendered into English **by 25 November 2019 by 17:00 CET**, via e-mail to info@euic.me and a.lucic@blumm.pomilio.com

Only shortlisted applicants will be contacted.