# Terms of Reference (ToR) for Junior Short Term Expert – Activity 3.3. Prepare and undertake an awareness raising campaign to disseminate and inform the most disadvantaged groups (persons with disabilities and RE population) on the new improved working methods of EAM and SWC

## Short description of »Cooperation between Employment Agency of Montenegro and Social Work Centres«

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| Contractor: | **WYG International Ltd** |
| Contract No.: | **CFCU/MNE/004** |
| WYG reference | **E3687C** |
| Contract Title: | **Cooperation between Employment Agency of Montenegro and Social Work Centres** |
| Contracting Authority: | **Directorate for Finance and Contracting of the EU Assistance Ministry of Finance (CFCU)** |
| Beneficiary | **Ministry of Labour and Social Welfare, Directorate for Social Welfare and Child Protection** |
| Position: | **Awareness raising expert/Non-Key expert: Junior short term expert** |
| Component/Activity: | **Component 3: Activity 3.3.** |

The “Cooperation between Employment Agency of Montenegro and Social Work Centres” is an 18 month project, financed within the Instrument of Pre-Accession (IPA) IV Component, and managed by a consortium led by WYG International Ltd.

The Overall objective of the project is “to enhance social inclusion of persons with disabilities and RE population”. The Purpose of the project is “to increase employability and improve access to the labour market for persons with disabilities and RE population“.

The project is part of a wider endeavour by the Ministry of Labour and Social Welfare (MLSW) to modernise the services which they provide. The project is designed to strengthen the capacities of Employment Agency of Montenegro (EAM), Social Work Centres (SWC) and other stakeholders (e.g. grant beneficiaries) in determining services and solutions to the problems of disadvantaged groups such as people with disabilities and Roma and Egyptian (RE) population.

There will be **4 main outputs** from the project:

1. Report on present situation in the sector of social inclusion, including business solutions and capacities for the activation and support of most disadvantaged groups into the labour market, prepared in English and translated to the Montenegrin language.

2. Trainings and workshops for at least 40 employees of EAM, EAM local branch offices, SWC and social partners organized, according to the training needs analysis, and certificates for work with hard-to-employ persons awarded.

3. Detailed (draft) agreement between EAM and SWC prepared and translated from the English to the Montenegrin language, and awareness raising campaign on the possibilities of the inclusion of persons with disabilities (PwD) and RE population into the labour market undertaken.

4. Provided support for at least 10 grant beneficiaries on the grant scheme “Implementation of trainings and employment projects for persons with disabilities and RE population”, according to the training needs analysis.

The work of the project is centred on four Components:

**Component 1:** Analysis of present situation in the sector of social inclusion mainly in local branch offices of Employment Agency of Montenegro and Social Work Centres including analysis of business solutions and capacities for the activation and support of most disadvantaged groups into the labour market:

**Component 2:** Conduct series of workshops and joint trainings for EAM and EAM local branch offices, Social Work Centres and representatives of social partners as regards social inclusion policies in Montenegro:

**Component 3**: Development and preparation of detailed agreement between EAM and Social Work Centres and its dissemination, as well as to undertake campaign for the most disadvantaged groups (persons with disabilities and RE population) on the new improved working methods:

**Component 4**: To provide support to potential grant applicants and grant beneficiaries:

* Training for potential grant applicants to ESF (European Structural Funds) type of projects
* Training for grant beneficiaries on the grant scheme “Implementation of trainings and employment projects for persons with disabilities and RE population”.

## Purpose of the mission

The purpose of the TOR is to (1) assign specific tasks to the **JNKE for activity 3.3** (2) define specific outputs to be delivered in a result of implementation of said tasks, (3) define the number of working days required to deliver said outputs and (4) establish timeframe and deadlines for delivering outputs.

The purpose of the mission is to support Team Leader in preparing and implementing an awareness raising campaign to disseminate and inform the most disadvantaged groups (persons with disabilities and RE population) on the new improved working methods of EAM and SWC.

## Main tasks/Activities

Support and assist Team leader/Key Expert 1 in in preparing and implementing an awareness raising campaign to disseminate and inform the most disadvantaged groups (persons with disabilities and RE population) on the new improved working methods of EAM and SWC:

* Prepare strategic plan of action for implementing awareness raising campaign
* Organise awareness raising events at local and national level
* Prepare press releases and assure that the information about the project activities, especially on the new improved working methods of EAM and SWC reaches the targeted audiences (NGOs dealing with PwD and RE population)
* Organise dissemination of information through public media

The expert will ensure that meetings are appropriately documented. He/she is expected to work closely with KE1 and other project experts. All documentation/correspondence/presentations shall respect the EU visibility guidelines, as provided to the expert by Project Office.

## Expected results

* strategic plan of action for implementing awareness raising campaign prepared
* at least 6 events (round tables, etc.) at local level organised and delivered
* at least 1 conference at national level organised and delivered
* at least 5 information in public media (TV, radio, newspapers) announced

## Timing, location and duration of mission/s

Period of implementation: from December 2016, up to June 2017.

Location: the expert will be working in Podgorica at Project office, or elsewhere in Montenegro, if so agreed.

Working days’ allocation: **22**

* Strategic plan prepared - 2 working days (December 2016)
* Awareness raising events organised and press releases and announcements in public media prepared - 20 working days (from January to June 2017)

## Profile of the expert needed

A JNKE is required for the job with the following qualifications and skills.

**General requirements**

* Level of education which corresponds to completed university studies (4 years), preferably in social science,
* Minimum 10 years of working experience
* Fluency in both written and spoken English and Montenegrin,
* Excellent communication, team working and presentation skills
* Computer literacy
* Driving licence

**Specific requirement**

* At least 3 years of experience in publicity and information dissemination in public or private sector (e.g. working in the media, design, publishing);
* Knowledge of EU communication and visibility rules

**Desirable requirement**

* Experience of Communication and/or PR experience in an EU funded project and familiarity with visibility requirements of the European Union will be considered a strong advantage

## Performance indicators

The indicators reflecting the STEs performance are: timely presentation of results and outputs, quality of documents and reports to be provided to the Team Leader and the Beneficiary.