

TERMS OF REFERENCE

Communication Assistant

Part time engagement of a local expert to provide assistance for prep. organization and implementation of complete and coherent outputs of National Park Pelister according to Project Communication Plan, to ensure joint communication activities with partners in the project translations of materials, dissemination and communication. . The project is implemented in the framework of the Interreg IPA Cross border cooperation (CBC) Programme Greece - Republic of North Macedonia 2014-2020

1. General information

Project name: 'Adventure across borders' with the acronym (advenTOUR)

Period: 10/03/2022 – 9/08/2023 (18 months)

Role: Communication Assistant (EU / Nationally co-funded project under the INTERREG IPA CBC Programme Greece –Republic of North Macedonia 2014-2020)

Work package – WP2 / Deliverable - D 2.3.2 / Budget line – External Expertise and Services

Workload percentage: ±25-30% in 18 months of project beneficiary' execution.

Salary: Commensurate to approved Communication Assistant's gross wages for the period of 18 effective months working in the project, @ max rate of 500 Euros (gross amount) per month in the period of 18 months' of project implementation.

Location: PI National Park – Pelister premises in Bitola, Republic of North Macedonia

Type of Contract: In – house consultant Fixed-Terms max at 18 Person Months - half-time

Deadline for applications: Monday, 10th of June, 2022

2. Legal basis

- The provisions of article 45 of the Commission Implementing Regulation (EU) 447/2014 of the 2nd of May 2014 on specific rules for Implementing Regulation 231/2014 on IPA II concerning the award of service contracts, supply contracts and works contracts, and the provisions of EU environmental law must be complied with when entering into contracts concerning actions or investments in the context of this Project. Any deviations from these provisions shall be deemed as void and null.
- Delegated Regulation (EU) No 481/2014 supplementing Regulation (EU) No 1299/2013 of the European Parliament and of the Council with regard to specific rules on eligibility of expenditure for cooperation programmes.
- Communication and publicity measures in accordance with the project application and Article 25 of the implementing Regulation (EU) 447/2014, Article 115 and Annex XII of Regulation (EU) 1303/2013 EU Regulation on information and publicity measures
- Annex XII, section 2.2 of EC Regulation 1303/2013. - Commission Implementing Regulation (EU) No 821/2014, particularly lays out the rules for the EU flag, how to display the emblem and how to create permanent plaques or (temporary) billboards.
- The Commission Implementing Regulation (EU) No 447/2014, of 2 May 2014, especially Art 24, particularly lays down obligations for visibility of projects funded under IPA.
- Programme Communication Strategy
- Information & Publicity Guide for final beneficiaries
- The Law on Audit of Instrument for Pre – Accession Assistance (IPA) (Official Gazette of the Republic of North Macedonia No. 66/10, 43/14, 154/15 and 27/16).
- The Partnership Agreement (PA) advenTOUR – CN2 – SO1.3 – SC041 with regard to the framework of the provisions and documents therein.
- Rules of procedure stipulated at the Programme and Project Manual in force.

3 Background information for the scope of the assignment

More than one in six young people have stopped working since the onset of the coronavirus crisis within the EU member states and the IPA countries including of the Republic of North Macedonia as well.

Many others are trying to enter the labour market at a time when few sectors are hiring. However, if the COVID -19 pandemic crisis taught us anything, it's that we have to double down on helping unemployed youth willing to join the EU-funded projects/ programs , in particular.

The NI National Park Pelister saw it as a useful scheme that pledges a quality offer of new employment, continued education, or training to young people in its first Next Generation EU transaction.

The aim of this recruitment shall include analyzing these above requirements for the vacant position, attracting new young employees to that job and willing to work for and to assist the NI National Park Pelister Team in their day-to-day activities to achievement of the expected results in the project.

The legal basis for hiring a suitable candidate derives from the Application form in force for the advenTOUR project for effective and efficient implementation of the communication actions in the country.

3.1. Why this position?

Communication assistant is expected to lead and support complex and comprehensive communication plan efforts for the achievement the expected results and results publication in English and the the languages of the participating countries in the project. The position is created to meet the high demand for information and to work on the communication strategy of the project partners.. that influence key priorities for the NI National Park Pelister including the procurement policy and training delivery, environmentally preferred purchasing, secondary procurement contracts, communication activities and campaigns in the country and more.

This position shall help determine how to best communicate with the project partners from Greece and facilitate the development of new communication initiatives, achieving the objectives of the partnership in the project and to stakeholders in the cross-border area. This position shall assist National Park Pelister to navigate a highly complex process of partners' strategy and to assist in implementation of the communication plan and visibility of the project in an accurate and timely manner. It shall support initiatives of NI National Park Pelister for joint communication actions with the two other partners in Greece, hence the implementation of activities in the cross-border area.

A Communication assistant shall be also a key staff to translations and simultaneous interpretations hence communication to Greek partners, and to assist the National Park Pelister in the media relations, website management, social media campaign, assist in production 360-video, and the interactive movie of developed adventure park and of its objects v.v. the environment outreach, and other related communication and visibility actions indicated in the application form in force

4. National Park Pelister's role in the project partnership

Mainly, the National Part Pelister as a project beneficiary no.3 shall implement Infrastructure works according to a study that has been developed, for the construction of an adventure park for all ages. In the newly developed adventure park, there will be protected climbing routes classified in different levels of difficulty allowing non-expert climbers to reach high altitudes in a safe way (via Ferrata, zip line).

All the rest of the project activities will also take place in the eligible CB area thus emphasizing one destination in two countries.

An Intensive promotional campaign of the above project outputs/results in the mid and long-term will increase the development of new jobs down the supply chain across the borders as it will push the offer to match the demand.

The project will contribute to creating jobs due to the increase of local businesses driven by the increase of visitors in the CB area. Reaching the objective will effectively link both local culture and natural assets with the community resources, investing in local people capacities thus directly contributing to new jobs and new touristic products.

In particular, this project will contribute to the respective indicators of the specific objective 1.3 (thematic priority d) as it will create 10 jobs (RO104) in the tourist sector in the CB area.

5. Project objectives are, in summary, the following:

The main objective of the project is to promote the CB destination as a touristic attraction by framing the existing natural and manmade potential into marketable and sustainable touristic offer.

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In particular, this project will contribute to the respective indicators of the specific objective 1.3 (thematic priority d) as it will create 10 jobs (RO104) in the tourist sector in the CB area.

6. Expected results

The project will improve the attractiveness and promote tourism in the CB area by achieving its results:

Creation of 10 new jobs down the supply chain of local tourism providers thus filling in a gap of adventure services in the CB area (indicator 00104).

More specifically, in the newly developed Adventure Park in Pelister National Park, 6 instructors will be hired to maintain and manage the infrastructure based on the training courses /seminars they will get from Nymfai's camp Centre.

At the newly developed section of Nymfai's camp, 4 employees will be hired to support its operations throughout the year thus extending the touristic season, a direct result of this project.

25 enterprises will participate in developing new CB travel offer resulting in long-term business relations across the border providing future capitalization of the project results. Investment in infrastructure and transfer of knowledge by the project will result in increased attractiveness of the CB area; Specifically, uplifted skills of the locals involved in tourism will result in increased number of incoming travelers on the mid-terms.

In addition, the travelers' perception of the CB area will shift from two bordering countries to a one adventure destination enabling the project to become a showcase of real CB cooperation.

Furthermore, the project will improve the attractiveness and promote tourism in the cross-border area by arranging Natural landmarks in Pelister National Park and in Numfai camp introducing new touristic facilities which will be in harmony with the natural environment.

The border sharing regions of Western Macedonia and Pelagonija will be promoted as an ideal travel destination through innovative activities of adventure tourism. Exchanged experience and best practices in tourism sector in CB area will be done by building capacities of at least 40 people working in the adventure tourism and specific knowledge of outdoor travel experience will be transferred.

7. Information and publicity

The I & P strategy is an integrated part of the project and of utmost importance as it leads to the result of destination promotion.

Information dissemination (PR) will be implemented throughout the project's lifecycle introducing traditional communication tools like press briefs, web page, closeout event, promo material, paid ads on social media.

Very important activity part of the overall publicity strategy is attendance at International travel FAIR which targets potential incoming travelers at B2C level.

The I & P tools that will be employed apart from the main project communication plan activities, are the project's website posts which will include a short description of the programme and shall provide information on the project, its progress, deliverables and results; all online announcements will be shared and coordinated among partners official web pages, social media profiles.

Closing conference (public final project event) will be organized and held so as to inform the target groups, specified in the communication plan, about the results achieved during the project's implementation. Tools employed for the above advertising activity include project video, the so-called social media e.g. Facebook, Twitter, LinkedIn, etc ads. The project's video will focus on showing the tangible impact of the project within the destination. Branding the CB area as outdoor authentic experience will address the nature lovers and eco-aware travelers thus securing sustainable project results.

.In terms of information and publicity measures in the project and of the Interreg Programme's brand identity, the correct name of the project and of the programme is essential in all official documents, project outputs, and advertising materials.

8. Duration of the assignment

PI National Park - Pelister (PB3) is looking to appoint Communication Assistant to join the team. The position will be effective from the date 15th of June, 2022 and It shall remain in force until the lasting date of the project as per Subsidy Contract in force. with possibility for extension of assignment as per the project extension period granted from the Programme Body and until the Lead Beneficiary has discharged in full its obligations towards the Managing Authority (MA) and the PI National Park - Pelister (PB3) submits its final report to as well submit the request for final co-financing contribution to the Ministry of Local Self Government hereafter the National Authority of the Programme.

A key responsibility of this position will also be to proactively acknowledge the public role of the European Union Funds and to promote the objectives and achievements of the 'advenTOUR project action co-funded by the EU, sustainable networks, and knowledge to maximize success with funding Programme.

The working language is English and the two national languages of participating countries.

9. Scope of work

9.1. Key Duties and Responsibilities:

The key role of Communication Assistant will be

- To work under the endorsement and report to the Head of Public Institution National Park Pelister - Bitola, (the Contracting Authority of the PB3)., which is a member of the Management Team in the advenTOUR project. (referred to Partnership Agreement terms)
- Carrying out the specific communication activities set out in the Application form in force.
- To undertake all necessary steps enabling the Project Manager appointed by the National Park Pelister partner in the project v.v. the Lead Beneficiary to comply with its responsibilities as set out in the Subsidy Contract and the applicable Regulations.

9.2. Competencies

9.2.1. Working with others

Works under supervision of the Project Manager appointed by National Park Pelister

Regularly shares information of value with Project Manager

Shows commitment to delivering on key communication and visibility actions to project team.

Demonstrates awareness and sensitivity to teamwork' pressures

Develops a wide network, including senior-level contacts to facilitate communication activities and further own knowledge

Develops long term relationships across cultures and/or geographical boundaries with project partners in Greece.

Uses relationships to identify the best people to help in the completion of tasks

Tactfully deals with difficult people to gain buy-in and manage their expectations

9.2.2. Communication

Interacts and communicates effectively with the project team of National Park Pelister and the partners in Greece.

Ensures information is communicated to the Project Manager and to the Head of National Park Pelister -project beneficiary.

Provides feedback to Project Manager effectively, providing justification where necessary

Uses the correct method of communication, depending on the message and the audience

Assist whilst Project Manager writing various progress reports and visibility actions in the project that are of key information

Demonstrates willingness to learn new skills and/or approaches to communication and visibility actions financed by the Interreg IPA CBC Programmes/projects.

9.2.3. Adapting and Innovating

Recognises opportunities for improvement and proposes to change with impact and effect

Drives forward improvements and innovations within own area of responsibility, adding value where appropriate

Quickly grasps new concepts and how to apply them

Demonstrates flexibility e.g. by working beyond own remit in order to achieve an objective

Will effectively reorganise activities when faced with changing contexts and demands

Promotes new ideas that are picked up by Project Manager

Adapts personal style to meet the needs of others in the teamwork.

9.3. Essential Criteria

- Up to University degree in the Social Sciences; Law, Administration, Economics, Management or a related education field
- Knowledge and experience of PR(public relation)
- Demonstrated experience in writing stories , news and taking photos;
- Good numeracy and attention to detail with an ability to work within tight deadlines;
- Excellent interpersonal skills and an ability to work effectively with dynamic and diverse staff and management across all levels, both internally and externally;
- Excellent organisation, communication, time management, negotiation, and conflict resolution skills;
- Political acumen and ability to work across international boundaries and;

9.3.1. Desirable Criteria

- Proven experience in working with newspapers/media
- Knowledge/experience of ICT, experienced user of MS Office Suite (Word, Excel, PowerPoint) and of Operational MIS System in the Interreg IPA CBC Programme
- Ability to work in other languages would be an advantage
- Flexibility to travel at short notice abroad o,n short-term missions

This post will involve travel in country and in Greece to Programme networking events and project partners meetings.

10. Planning

Selected Project Communication Assistant will be contracted by the Public Institution National Park - Pelister Bitola, hereafter the Beneficiary 3 in the project (PB3), on the basis of providing services as of half time job.

11. Location of assignment

The activities of Project Communication Assistant will be carried out mainly at the premises of the Public Institution National Park - Pelister at the street "Vienska" No. 14 7000 Bitola, R. of North Macedonia unless the Head of Institution (hereafter, the Contracting Authority) make an official decision or recommendation for physical or social distancing in public settings as to minimize the risk of transmissions of the virus as of preventative measures in the fight against for COVID-19 outbreak. The GOV protocols in force shall apply.

12. Administrative information

The Public Institution National Park - Pelister will provide the Project Communication Assistant with adequate support with needed equipment and in particular, shall ensure that there is sufficient administrative and secretarial provision to enable his/her to concentrate on your project tasks and responsibilities. The Public Institution National Park - Pelister will also ensure that you are paid regularly and in a timely fashion according to the available fund in the project.

Office-running costs which may include office communications (fax, telecommunications, mail, courier etc.), report production, secretarial assistance, shall be covered by the Public Institution National Park - Pelister.

The Public Institution National Park Pelister shall be responsible for the daily management of the project, distribution of tasks, and performance of activities.

The Public Institution National park Pelister Bitola shall provide all required data and put in place all necessary means and staff to support the appointed project communication assistant.

13. Tax and VAT arrangements

All EU-funded Projects are VAT-exempt. Under no circumstances can VAT be paid by a Community programme.

14. Financing

It shall be used fixed monthly rate of wages for part time assignment for financing the Contract for Communication Assistant of the Beneficiary 3, PI National Park – Pelister , the PB3 in the project

- **Salary level**

The estimated gross salary per month for Communication Assistant is complementary with the contracted project budget as per Application form in force, the integral part of the Subsidy Contract for the advenTOUR project and as per its Justification of Budget covering the work package cost WP2 of delivery 2.3.2 – External Expertise and services of (PB3) - the Public Institution National Park – Pelister.

15. Jurisdiction and the law applicable to this selection process of candidates and the contract to be concluded

- The selection process and contract award procedure shall be governed by internal procedure as laid down in NI National Park Pelister in Bitola as well as an analogous application of the provisions of Procurement and Grants for European Union external actions – a Practical Guide. The document that providing guidance and formats for procurement procedures, including IPA pre-accession funds. The manual is based on the EU Financial Regulation and the Common Rules and Procedures for the Implementation of the Union’s instruments for External Action (Council Regulation 236/2014)
- The successful candidate will be identified in a Decision of the NI National Park - Pelister which shall be notified in writing to all parties having presented an application to this vacant position.
- The contract concluded with the successful candidate shall be governed by the laws of the Republic of North Macedonia
- Any disputes arising out of or relating to this Contract which cannot be settled otherwise shall be referred to the exclusive jurisdiction in accordance with the national legislation of the state of the Contracting Authority, i.e. the Republic of North Macedonia.
- The auditing of the use and spending of the public procurement funds by NI National Park – Pelister PB3 in the project (“the contracting authority”) referred to tender rules of procedures executed, shall be examined by the designated First Level Control and of the Single Audit Authority in the Republic of North Macedonia.

16. Confidentiality

All applications received and the selection process will be handled as confidential subject to the NI National Park - Pelister’s rules on public access to documents governed by the national legislation in the Republic of North Macedonia which largely correspond to those of the EU Transparency Regulation No. 1049/2001.

17. Statement on the COVID-19

(supplement to this Terms of Reference)

Having in mind the current recommendations of the Government of the Republic of North Macedonia with measures taken against COVID19, in aim to protect the public health of all citizens, consequently, the candidates in this competition are strongly advised that their applications must be submitted strictly by electronic means, the rules thus as are described in the Public Announcement for vacant positions and of this Terms of Reference.

Regardless of the fact that the measures against COVID 19 are still in force, however, there are no exceptional restrictions on the implementation of the EU-funded projects in the country and thus procedures for submitting applications nor for evaluation of nor thus for implementation of the contracts