

ToR for pool of 6 x Junior Social Media and Website Assistants

Title of ToR: Pool of 6 x Junior Social Media and Website Assistants (non-key experts)

1. Reference persons

Reference persons for the mission are Project Manager Aneta Spirkoska, e-mail: aneta.spirkoska@bseurope.com and Project Director, Carlos Callejo, carlos.callejo@bseurope.com.

2. Reference documents

Terms of Reference of the Project and the Organization and Methodology (O&M) of Business and Strategies in Europe (B&S Europe) consortium

3. Terms of Reference Relevance

The assignment will contribute to increasing the level of information and public awareness about the EU in North Macedonia, including EU policy objectives, accession process and EU assistance to the country. It will help to promote the European values through young professionals who will take on this unique opportunity for hands-on experience in gaining experience in social media/website development and maintenance.

4. Assignment objective(s)

The assignment aims at supporting/assisting the Social Media and Website Management Team of Europe House Skopje and, in particular the Europe Houses' staff in Kriva Palanka and Strumica in implementing the plan of social media activities and contributing to reaching project objectives.

5. Main Tasks/Activities

For this activity, we envisage a pool of maximum 6 Junior Social Media and Website Assistants to help with coordination and implementation of all public information and communication events and campaigns envisaged under the project contract and to maintain the dynamic engagements of social media profiles of EUHs in Skopje, Strumica and Kriva Palanka. The allocation of tasks to the Junior Assistants will be decided by the TL and the Social Media and Website Management Team based in EH Skopje, but also other EHs' team members based on necessity and demand as well as based on the level of complexity and urgency.

6. Related Outputs

The Junior Social Media and Website Assistants are expected to help with keeping updated the social media accounts of Europe Houses in Kriva Palanka and Strumica and to help in updating the EUH's website, more specifically assist in:

- Contributing to development and implementation of social media plan through researching relevant EU themes, topics and projects;
- Monitoring and producing relevant content derived from local/regional programs/activities in close coordination with local Europe House Strumica/Kriva Palanka teams and disseminating across social media platforms;
- Clear communication that will bring value and EU significance, publishing platform determination, benchmarking, messaging and audience identification;
- Generate, edit, publish and share daily content (original text, images, video) in close coordination with the EH designers;
- Optimize Europe House social media pages to increase visibility of its social content;
- Moderate user-generated content and follow up on requests; and
- Analyze the appropriate social data/metrics, insights and the best practices, and taking them into account while planning future social media engagements.

7. Timing and duration of mission/s

The selected experts shall be engaged **for a total of up to 50 days for all experts in the pool** (distributed per need) for a period of 3 months, but not later than 11 January 2023.

The experts will be allowed to register from 0,25 to 1 full days in the timesheets.

They will work on an ad-hoc basis, as demanded by the needs of the project's activities.

In order for them to work, specific demands must be sent by the relevant NKE, as well as the euwithyou_mk@bseurope.com address.

8. Candidate's profile

Qualifications and skills

- A Secondary school degree / University degree in Social Media Marketing or as a Digital Media Specialist, is considered as asset;
- Solid writing, editing (photo/video/text), presentation and communication skills;
- Fluency in written and spoken English and Macedonian;
- fluency in written and spoken Albanian would be an asset;
- Fully computer literate.

General Professional experience

- Minimum 2 years' experience in the field of communication/public relations/content production/marketing.

Specific Professional experience

- Minimum 1 year working experience in producing of or actively contributing in online social media content and/or marketing-related activities
- Sound understanding of major social media channels and platforms (Facebook, Instagram, Youtube, Twitter);
- Working experience under an EU-funded projects, would be an asset;
- Capacity to work within a creative team and in dynamic environment;
- Experience in working with different target groups and/or multipliers (civil societies, media, academia, government, business, other);
- Dynamic, motivated, highly committed, and honest.

10. Performance indicators

The indicators reflecting the NKEs performance are: good planning and execution of the assignment, timely presentation of results and outputs, quality of written inputs to be provided to the events and campaigns team as well as the Team Leader and the Beneficiary.

11. Evaluation of work

Performance of the task will be assessed by the Social media Team, as well as the Team Leader based on report from the expert.

12. Other arrangements

Closely work with the Social Media and Website Team under overall supervision by the Team Leader and in coordination with the rest of the team on all steps related to the accomplishment of the above mentioned tasks, to inform and receive approval on all implementation aspects as per Europe House internal rules and procedures.

In accordance with the standard operating procedure, the Junior Assistants will accomplish and sign a monthly timesheet for approval and signature by the Team Leader and EUD, reflecting the actual number of workdays rendered, briefly indicating the place where, and the task for which, these were rendered.