

Title of ToR: Junior Social Media and Website Assistant TETOVO

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 Organisation and Methodology (O&M) of Business and Strategies in Europe (B&S Europe) consortium

3. Terms of Reference Relevance

The assignment will contribute to raise public awareness of and contribute to public support for the European Union and its actions and the EU accession process.

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 House staff in Tetovo once opened, in implementing the plan of social media activities and contributing to reaching project objectives.

5. Main Tasks/Activities

For this activity, we envisage 1 expert for EH Tetovo to join the pool of 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 and Tetovo. They will contribute for representing the EH network across social channels as the sole voice of the brand. This primarily includes creation of content, as well as timely response to comments. They will provide suggestions needed to enhance EH online presence and largely contribute to building the EH brand.

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.

They will assist for communication through social media in close interaction with the Skopje SM management team. They will follow upon the social media accounts (incl. social media listening) and of the daily content update, posts, discussions, moderation and management of social media accounts/sites. This includes monitoring, executing, filtering, and measuring the social media presence of the EH brand. They must be able to work under time pressure and within short/tight deadlines..

6. Related Outputs

The Junior Social Media and Website Assistant is expected to help with keeping updated the social media accounts of Europe House in Tetovo and to help in updating the EUH's website, more specifically assist in:

- content creation, editing, hosting, developing;
- sharing Facebook posts of the EU Delegation; cross-posting shall be ensured;
- retweeting posts by EU Head of Delegation, EU leadership
- support of the 'EU with YOU' communication process to ensure wide outreach and tailor-made approach to different target groups;
- produce and disseminate news from events/activities organised and attended by the EU Delegation;
- creating and implementing weekly social media plan through daily selection and posting of

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content, under the general guidance of the EU Delegation. Creating, publishing and publicizing content (text, audio-visuals etc.) on the chosen social media;

- posting and sharing information from the websites of the Europa domain, the EU Delegation and the EHs, posts from EU Tube, as well as relevant websites of partner institutions, government, civil society and others communicating on EU relevant issues;
- posting latest information on EU assistance and providing up-to-date project summaries (these will also be used for thematic campaigns);
- sharing stories on events/activities organised or attended by the EU Delegation, events at the EHs /EUIPs;
- raising the level of debate on social media about EU policies, values and projects;
- creating interactive platforms and building a strong online community;
- provide a proposal for upgrading access of visitors to modern technologies in the EHs;
- ensure EHs live debates to be web streamed to any local sites.

7. Timing and duration of mission/s

The selected expert shall be engaged on a short-term basis **for a total of 200 days for all experts in the existing pool of Social media Assistants** (distributed per need) in the period from March 2024 until 15.01.2026.

The expert 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

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The indicators reflecting the expert's performance are: good planning and execution of the assignment, timely presentation of results and outputs, quality of documents and monthly reporting to be provided to the Team Leader and the Beneficiary.

11. Evaluation of work

Performance of the expert will be assessed by the Team Leader and Project Manager based on the monthly reporting from the expert.

12. Other arrangements

Liaise with Team Leader and the other experts when needed 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 expert 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.