

EU Support for Rule of Law - Republic of North Macedonia

COMPONENT 4 – HUMAN RIGHTS AND ALTERNATIVE SANCTIONS

VACANCY – National mid-term expert in the field of communication and awareness raising (Component 4) in the project EU Support for Rule of Law

Contractor: Ludwig Boltzmann Institute of Fundamental and Human Rights

Location: Skopje, North Macedonia

Type: mid- term engagement

Expected start: October 2021

Expected duration: 12 months, October 2021 – October 2022

BACKGROUND

The National Mid-Term Expert for communication and awareness raising will work as part of the implementation team for the European Union grant-funded project “EU Support for Rule of Law” in North Macedonia. The project is being implemented by an experienced international partnership led by the Agency for European Integration and Economic Development GmbH and three Co-Applicants - the Ministry of Justice and Administration of the Republic of Croatia, the Ministry of Interior of the Republic of Austria and the Ludwig Boltzmann Institute of Fundamental and Human Rights.

The overall objective of the project is to strengthen the rule of law in North Macedonia. Component 4 implements the following specific objective: To enhance the protection of fundamental rights. To achieve this, the Component is aiming to produce 8 results related to:

- Strengthen the capacities of the main human rights bodies to effectively implement their mandates
- Strengthen the capacities of the Ombudsman Office and the Commission for Prevention and Protection against Discrimination as key human rights oversight bodies
- Assess and strengthen the capacities for applying the human rights based approach within the public administration
- Enhance the prevention of gender-based violence and gender-based discrimination
- Strengthen the child rights policy and child protection system
- Raise the awareness on the importance and role of institutions and various human rights bodies to protect human rights
- Improve the respect for human rights in the judicial and home affairs system
- Improve the probation system and the application of alternative sanctions

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The National Mid-Term Expert for communication and awareness raising will support the project team in fulfilling a variety of tasks related to human rights and will significantly contribute to the above mentioned results and activities related to communication and awareness raising.

This includes: project visibility activities; support to raise awareness on the importance and the role of various human rights bodies, especially the Ombudsman Office and the Commission for Prevention and Protection against Discrimination; awareness raising on child rights; and awareness raising on sanctions alternative to imprisonment.

The expert will be involved in choosing the right messages, channels, and formats for the targeted audiences for the various results of the Component and design and implement the communication through a variety of means, including online activities and social media, but also press statements, roundtables and other means of targeted communication. The experts should develop, in close cooperation with the involved stakeholders and in cooperation with other professional service providers (designers, photographers, etc,..) promotional and information material on human rights, access to justice or support, available remedies and preventive measures. The target groups will vary from internal communication receivers in human rights bodies, the general public, decision makers and specific minority groups to experts, judges and prosecutors, police officers, persons convicted for committing a crime, children and victims of violence or human rights infringements or persons facing discrimination. Recurring issues to be communicated will be basic information on human rights protected by the legislation in the Republic of North Macedonia, the roles and mandates of human rights oversight bodies and the ways to access their support as well as the concrete ways these bodies are dealing with reports or complaints brought to their attention. Raising the awareness on the function and benefit of alternative means to imprisonment will be another ongoing challenge. Other issues will be dealing with success stories as well as addressing shortcomings in the human rights protection system.

ROLES AND RESPONSIBILITIES

- Design and implement awareness raising activities of all kinds – roundtables, conferences, social media, press work, newsletters, podcasts, blogs, vlogs, etc...
- Cooperate directly with beneficiaries to assess, support, and enhance their visibility and promotion of their roles and responsibilities
- Develop clear communication with different target groups on their human rights and the institutional response to potential infringements thereof
- Develop awareness raising plans and measures in cooperation with the project team and stakeholders
- Develop promotional materials and information on human rights topics
- Develop promotional material on probation and alternative sanctions
- Cooperate with other professional service providers in the field of communication, marketing companies, photographers, web-designers, layout specialists, etc. as needed to achieve the expected results
- Support the Component Leader for Component 4 in his tasks concerning visibility and awareness raising, including in the preparation of events and workshops

REQUIREMENTS

- Fluency in written and spoken English and Macedonian

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- Relevant educational background, preferably university degree in communications, PR, social media management or similar working experience in the relevant field
- Strong dedication to human rights issues and values
- Proven experience of maintaining good communication on specific subjects for clients or institutions (minimum 5 years)
- Proven experience and skills in developing awareness raising activities (please provide examples, links, etc. on previous work)
- Technical skills related to online communication
- Proven experience in content development for websites and social media channels (minimum 5 years)
- Experience in cooperating with professionals in the field of communication, photographers, web-designers, layout specialists, etc.. (minimum 5 years)
- Excellent aesthetic judgement and creativity (please provide examples of previous work)
- Excellent interpersonal communication skills
- Strong sensitivity to discourse and language related to specific groups or topics
- Strong networking skills
- Pragmatic approach, strong in strategic thinking and operational planning.
- Flexibility, strong adaptation skills and capability of teamwork in a potentially stressful environment under tight deadlines
- Reliability and trustworthiness as well as attention to detail

SUBMISSION OF APPLICATIONS

Applications must be sent to dieter.schindlauer@rol.mk by 29.9.2021, indicating “National Mid-Term Expert communication and awareness raising” in the subject and including a Europass format CV in English language and a motivation letter. Applications sent after the deadline or incomplete applications will not be taken into consideration. Only short-listed candidates will be invited for a personal interview.

The selected expert will sign a service contract with the Ludwig Boltzmann Institute of Fundamental and Human Rights. It will be his/her sole responsibility to comply with all legal requirements for this contract as well as to cover all related taxes and charges.