**Annex A**

**Terms of Reference and Scope of Services**

**Support to promotion and visibility of innovative youth employment models**

**Position:** Consultant

**Duration:** March – December 2021

**Resources**: Up to 30 days

# Background

The accession to the EU is one of the key priorities of the Government of Serbia and at the same time the main driver of structural reforms. Negotiations for EU acquis chapter 19 – Social Policy and Employment – and relevant Action plan concluded that Serbia is moderately prepared in the area of social policy and employment. Some progress was made in further aligning the legislation with the acquis, mainly in the area of working conditions. In the coming period, Serbia should ensure adequate financial and institutional resources for employment and social policies to more systematically target the young, women and long-term unemployed, a priority indicator of the E2E in the second phase. The Social Inclusion and Poverty Reduction Unit (SIPRU), a part of the Prime Minister’s Office, will support this process of social dimension of EU accession and relevant youth employment policies.

In the previous period, the Instrument for Pre-Accession Assistance (IPA) funds were unsuitable for developing and testing ideas for policy reforms before the wider implementation. The Government of Serbia (GoS) has invited Switzerland to support the ESRP process within the E2E main phase, as the Swiss support to the GoS reforms so far has been assessed as the very influential in the social and economic field. As Switzerland also leads the Human Resources and Social Development (HRSD) Sector Working Group, in the frame of donor coordination, and within the already established strategic partnership with SIPRU, Switzerland is well positioned to influence positively youth employment policy framework through proposed interventions. The good reputation is further supported by the excellent results of the Swiss engagement in the education reform support.

The education system still fails to develop skills relevant for the Serbian labour market. This mismatch between skills supply and demand on the labour market affects mainly young persons and among them the young women that face a long transition from school to work and thus often become long-term unemployed or even inactive. The impact hypothesis of E2E is reflected in the strategic policymaking approach whereby improved employment policies and capacities of institutions are built up to promote a more efficient use of public resources in the field of employment and education.

The Project “From Education to Employment – E2E“ is part of the larger E2E program launched by the Swiss Agency for Development and Cooperation (SDC) in 2015 with the overall goal to increase decent youth employability in Serbia in a socially inclusive and sustainable way. E2E improves the position of youth on the Serbian labour market through modernization of youth employment policies and the development of young skilled labour demanded by the private sector.

The E2E program supports evidence-based approaches in the youth employment policies in Serbia. Under the lead of the SIPRU, it facilitates the policy dialogue between key national and local stakeholders. By including good practices from the main phase’ pilot regions, SIPRU advocates changes in the youth policy framework. The key line ministry in charge of the implementation of the youth employment and employability policies in Serbia relevant for implementation of the E2E is the Ministry of Labor, Employment, Veteran and Social Affairs (MoLEVSA) with the support of the Ministry of Education, Science and Technological Development (MoESTD). Line ministries were actively involved in the design and implementation of the main phase and the 2nd phase is continuation of the joint efforts for youth employment up to 2021.

# Introduction

The overall goal of the E2E program is to increase decent youth employment in Serbia in a socially inclusive and sustainable way. The project has two outcomes:

Outcome 1: Relevant national and local key stakeholders apply effective and evidence-based policies on youth employment and employability through increased performance capacities and diversified funding portfolio.

Outcome 2: Young jobseekers are better able to position themselves on the labour market through employment promotion measures and non-formal training offers required by the private sector in selected regions of Serbia.

As per Outcome 2 the following key Outputs are envisaged:

1. Work-Based Learning opportunities and private sector industry solutions for young people in selected regions of Serbia
2. Established Career Guidance & Counselling and Traineeship Matching Services for young people in Serbia.
3. Socially innovative and inclusive models for youth employment and employability are disseminated and regularly practiced within the supported CSOs/broker organizations.

This specific Terms of Reference is related to achievement of Outcome 2 and support to the innovative and inclusive models for youth employment. More specifically, this assignment will directly contribute to the achievement of output 2.3 where support for socially innovative and inclusive models for youth employment and employability is envisaged. In addition, there is link to Outcome 1 since supported measures will serve as good practices in the provision of expertise towards strengthening the youth employment policy framework and public services.

1. **Objective of the Assignment**

Objective of the assignment is to provide support to the innovative youth models, developed by the SIPRU within the first phase of the Education to Employment Programme, in promoting their ideas, activities, initiatives and achieved results related to youth employment to different stakeholders, CSOs and wider public. Focus of the assignment is to conceptualize, develop and deliver tailor made support to the innovative youth models, in accordance with their needs, as well as to develop and implement communication plans and promotional activities in order to ensure higher impact of their results.

1. **Scope of Work and Tasks**

The tasks will be to:

* Familiarize with each of the 6 SIPRU youth employment models focusing on their innovations;
* Assess the needs of each of the 6 SIPRU youth employment models in regard to promotion and visibility of their achievements, results and impact of their models;
* Develop a communication plan for each of the 6 SIPRU youth employment models in order to implement envisaged actions, in cooperation with all SIPRU youth employment models;
* Support SIPRU youth employment models in implementations of communication plans through:
	+ development of a template for the monthly/quarterly newsletter,
	+ support in preparing articles, media reports, update of their website etc.;
	+ provide strategic advices on communications regarding accomplishments in defined areas of work and planned or implemented activities,
	+ enhance the capacities of local stakeholders participating in implementation of innovative models in order to increase their ownership;
	+ provide technical assistance for the development of new communication products and/or improvement of the existing tools (website, accounts on social networks, blog, newsletter, success Stories, etc.);
	+ provide the support to local partners in better outreach and targeting of end-beneficiaries (youth);
	+ coordinate PR and marketing activities related to the website and other communication channels of 6 youth employment models (communication with bloggers and success stories writers, editing content etc.),
	+ monitor media reporting on relevant topics for 6 innovative youth employment models (review press clipping reports on a daily basis, review newspapers, etc.), prepare reports on observed trends and provide recommendations based on the press clipping analyses on a quarterly basis;
* Provide support to local project coordinators for the organization of different public events with regard to their innovative youth employment models;
* Ensure that all the materials (publications, agendas, etc.) are in line with visibility standards of SIPRU and Swiss Cooperation Office in the Republic of Serbia;
* Attend different meetings, when necessary;
* Any other task within the scope of work related to promotion and visibility of E2E Program defined by the SIPRU Program Manager.
1. **Outputs/Deliverables**

The consultant will be responsible for delivering the following outputs:

1. Brief needs assessment report based on identified needs of the 6 SIPRU innovative youth employment models in regard to promotion and visibility of their achievements, results and impact of their models
2. Communication plans for each of the 6 SIPRU innovative youth employment in order to support local partners in achieving objective of their promotion/visibility;
3. Regular reports on conducted activities related to the tasks within the Scope of Work for the previous month to be submitted in first week of upcoming month and these reports need to be followed with time sheet filled;
4. Final report on undertaken activities for the period from March to December 2021.
5. **Qualifications**

The consultant shall have the following skills, experience and qualifications:

* University degree of social science;
* At least 5 years of general working experience related to the objective of the assignment;
* Experience in coordination of communications with media and public,
* Experience in coordination of promotion activities,
* Experience in working with graphic designers, social media administrators, web programmers on the preparation of different materials,
* Previous work experience in the domain of social inclusion and youth employment will be considered as an advantage,
* Experience in event management,
* Excellent reporting and communication skills,
* Excellent knowledge of English,
* Advanced computer skills.
1. **Reporting**

The selected consultant will report to the SIPRU manager who is accountable for all contracts signed by SIPRU, but with engagement and quality assurance of Youth Employment Coordinator.

Following deliverables are expected to be delivered by the consultant:

* Brief assessment report on 6 SIPRU innovative youth employment models’ needs in increasing visibility and promotion of their results, achievements and impact not later than 7 days after signing the contract
* Developed promotion and visibility plan for all 6 SIPRU innovative youth employment models no later than 15 days after signing the contract
* All deliverables identified by the consultant, SIPRU and innovative models which should reflect their needs
* Regular reports on conducted activities for the previous month to be submitted in first week of upcoming month and this report to be followed with time sheet filled
* Final report on conducted activities not later than 15th December 2021
1. **Duration of the Assignment and Payment**

Assignment will last in the period between March 2021 – December 2021. Payment will be based on time sheet method.

For delivery of envisaged assignment, a consultant will be hired with up to 30 days in total.