

Terms of Reference (ToR) for a Short-Term assignment

Technical assistance requested:	Short Term Expert on Communication and Visibility
Project Title:	Consolidation of the Justice System in Armenia
Reference:	EuropeAid/165867/DD/ACT/AM
Content of the assignment:	Technical assistance to ensure the enforcement of visibility, communication and sharing of information related to implementation of activities and delivery of outputs in the context of the Consolidation of the Justice System in Armenia project and strengthening
Expert category	Short Term Expert (STE)
Duration of assignment	20 man days

1. Project Background

The overall objective of the Consolidation of the Justice System in Armenia project (hereinafter: the Project) is to enhance the quality of justice. Through the project, the justice system will be improved to meet the quality requirements of independence, efficiency, integrity, accountability and transparency in line with the priorities of CEPA and EU best practices.

The project should achieve the following results:

- The Strategy of Judicial and Legal Reforms is being updated and implemented in line with EU standards and best practices;
- Functional judiciary meeting the standards of independence, efficiency, integrity, accountability and transparency;
- Strengthened integrity and capacity of judges, motivated and skilled judicial personnel;
- A comprehensive system of court assessment and performance evaluation, empowered stakeholders capable to identify the ways of improvement of performances and judicial services and implement them.

In general, information, visibility and communication play an important role in making the EU more transparent and accessible, both to citizens within the EU members and candidate countries. The importance of developing a strong communications culture and improving communications techniques and networks to bring the EU closer to the citizens has been increasingly emphasised recently. In achieving this, promoting best practices and real results of specifically the projects being implemented which are funded by the EU is crucial.

In versatile and complex project like this, where several sectors are covered implementation of project's activities in accordance and in compliance with appropriate communication messages and tools is of primary importance.

The messages and tools to be utilized during project shall ensure that the thematic information is communicated effectively and appropriately with the relevant target groups. Therefore, the main goal pursued is to inform the main beneficiary, stakeholders, target groups and the

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general public with the greatest possible accuracy about the objectives and results of the project and its impact.

This will be complemented by a review of the project's internal lines of communication as well as those with its external stakeholders.

2. Description of the assignment

a. Specific objectives

The specific objective of this assignment is to ensure communication and information on and visibility of project activities in accordance with the "EU Communication and Visibility Guidelines - Armenia 2019" and strengthening of the project's internal and external lines of communication in the context of Armenia's cooperation with the EU in the framework of the CEPA Agreement.

b. Requested services

The Short-Term Expert on Communication and Visibility will provide the following services:

- Developing a Communication and Visibility Plan (CVP) in line with the "EU Communication and Visibility Guidelines - Armenia 2019" and other relevant documents. It shall provide recommendations as to:
 - potential communication channels and visibility tools to be utilised by the project;
 - visibility materials to ensure that the project's communication complies with EU Visibility Guidelines.

Please note that this document shall be drafted with a particular focus on the challenges posed by the current Covid-19 pandemic!

- In accordance with communication and visibility plan, prepare recommendations for smooth implementation of the plan, such as (non-exhaustive list):
 - The elaboration and updating of Project web site, LinkedIn profile and/or other social network profile;
 - The elaboration of design for and organisation of arrangements for production of agreed Project's visibility materials;
- Drafting internal lines of communication for the Project;
- Drafting external lines of communication: (1) Project to Stakeholders, (2) Project to Donor, (3) Project to Media (and the wider public) and others.

Moreover, the expert will support the implementation of these policy documents and carry out supporting activities, as requested.

c. Outputs

The outputs delivered by the STE shall be as follows:

- Draft Communication and Visibility Plan (CVP) in line with the "EU Communication and Visibility Guidelines - Armenia 2019";
- Recommendations for implementation of the CVP;
- Draft internal lines of communication for the Project.

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- Draft external lines of communication: (1) Project to Stakeholders, (2) Project to Donor, (3) Project to Media (and the wider public) and others.

d. Reporting

The STE shall provide a Mission Report, no later than 1 week after completion of tasks under this assignment using the templates of the Project. This report will include description of all activities and the outputs provided by the STE in the context of this assignment.

3. Expert input

Total working days	20 man-days) have been planned for this assignment. An additional 10 man-days may be allocated for the implementation of the CVP and strengthening the lines of communication.
Period of the assignment	November 2020 till June 2021
Starting day	It is expected that the work will be performed from November onwards. However, the exact starting date will be agreed at the later stage.
Location of the assignment	The assignment will be primarily home-based and is designed as a digital provision of services.
Working language	English

4. Expert profile

Qualification & skills (25 points)	<ul style="list-style-type: none"> • Relevant university degree, preferably in fields related to public relations, communication policies and practices; • Excellent analytical, interpersonal and communication skills; • Proficiency in the English language • Computer literacy (MS Office applications).
General professional experience (25 points)	<ul style="list-style-type: none"> • Minimum 7, preferably 10 years of relevant professional experience as an advisor to a public or private sector body; • At least 5 years of experience in the required area of expertise (i.e. in the area of communication and visibility).
Specific professional experience (50 points)	<ul style="list-style-type: none"> • Experience in implementation of communication and visibility activities within international development projects, two (2) of which were EU funded, • Experience of having worked in the Armenian Justice System and demonstrated knowledge of the CEPA Agreement.

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5. Applications

Applications (EU format CV and application letter, both in English) need to be submitted by e-mail to office.armenia@irz-projects.de with a copy to armenia@irz-projects.de not later than 23:00 hrs CET, 22nd November 2020 titled: "Application for the assignment Short Term Expert on Communication and Visibility".

References must be available upon request. Only candidates who obtain a total score of at least 80 points will be contacted.

For more information, please contact schmitz@irz-projects.de.

Please find more details on data protection and how the German Foundation for International Legal Cooperation (IRZ) processes your personal data and which rights you have under the data privacy law here: <https://www.irz.de/index.php/en/data-privacy-notice-en>

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