

STEP: Sustainable Teaching, Empowerment and Participation

Terms of Reference

COMMUNICATION EXPERT

1. Background and short description of the project

This four-year project is implemented by the Centre for Education Policy (CEP) in cooperation with three partner organisations: the Association for Ecological Marketing and Promotion of Natural Values "Ekomar" from Kragujevac, the Civic Reading Room "Libergraf" from Užice and The Union of Environmental Associations "Serbian Green Network". The project is implemented in sixteen secondary schools throughout Serbia, i.e. sixteen local communities. At the core of the STEP project is a comprehensive capacity building program (CBP) for students and school employees, which is implemented in the form of summer schools. In addition to CBP, students and teachers are also provided with mentoring, based on which they will apply the knowledge and skills necessary to integrate the topics of environmental protection and sustainable development into the teaching process and school culture. During the project, schools will develop and implement action plans for the improvement of the school culture of environmental protection, for which implementation financial support is provided. This will enable schools to implement specific initiatives in local communities. By actively involving local communities, the STEP project aims to contribute to the development of an encouraging environment for environmental protection and sustainable development at the local level. At the same time, STEP will contribute to the creation of a wider framework for the active participation of young people in decision-making processes in the field of education, environmental protection and human rights.

2. Communication objectives

- **Raise Awareness of Project Goals and Achievements** - Inform target audiences (students, schools, CSOs, LSGs, and the broader public) about the project's objectives, milestones, and outcomes through regular and engaging content on local and social media platforms.
- **Promote Community Engagement and Support** - Stimulate interest and involvement from local communities in project activities, especially those defined by schools in their action plans, through timely and accessible communication.

- **Empower Youth Participation** - Amplify youth voices and achievements by highlighting their involvement in local environmental actions, thereby encouraging their continued activism, education, and entrepreneurship.
- **Support Policy Influence** - Disseminate research and policy recommendations to relevant stakeholders (e.g., LSGs, educators, CSOs) to advocate for policy changes or actions that align with the project's environmental objectives.
- **Ensure EU Visibility** - Promote awareness of the EU's financial contribution to the Action by consistently applying EU visibility and branding guidelines across all project materials, online content, and events.

The project is funded by the European Union.

3. Work assignment

Project is looking for **one expert** who will be engaged by SGN and will be responsible for regular communication with media and updates on web/social media platforms, including managing social media channels, ensuring digital presence of the youth activities, and support to school mentors in relevant activities.

4. Time frame

Communication expert will work in total 48 days during the 48 months of implementation (on average 1 day per month).

5. Requirements

Requirements Knowledge/Expertise/Skills Required:

- MA degree in psychology, pedagogy, social sciences, political sciences, or other relevant field Proven expertise in implementation capacity building programs, with focus on youth/students
- At least 8 years of experience in sectors of education and/or youth
- Knowledge on the principles of democracy, rule of law and human rights and solid understanding of youth participation and the functioning of students' parliaments
- Fluency in Serbian and good command of English

6. Application documents

All interested parties should express their interest the latest by April 25, 2025, by sending their offer to the following email address: zelenalistasrbije@gmail.com