

## JOB DESCRIPTION

### COMMUNICATION ADVISOR (100%)

Project	<b>Education for Employment in North Macedonia (E4E@MK)</b>
Location	<b>Skopje</b>
Job Title	<b>Communication Advisor (100%)</b>
Reports to	<b>Team Leader</b>

#### GENERAL DESCRIPTION

The Communication Advisor supports and advises E4E@MK on communication and public outreach.

She / he develops and implements a communication strategy for the project, including key messaging, target audience identification, and tactics for reaching and engaging stakeholders.

She / he plans, implements, and monitors related communication for development, project communication and public outreach activities.

She / he supports the institutional communication of the Swiss Embassy and Helvetas.

She / he exchanges with Communication Officers of the Swiss Embassy, other international donors, key public institutions, and private organizations engaged in VSD.

#### MAIN JOB TASKS AND RESPONSIBILITIES

- Provides public outreach and communication expertise to E4E@MK.
- Closely cooperates and provides professional advice to the VET Lead and the Private Sector Lead.
- Designs mass media and digital media campaigns aligned with project objectives.
- Coordinates the creation of digital content (e.g. website, blogs, press releases, podcasts, and social media posts).
- Maintains a strong online presence of the project through social media.
- Establishes and maintains relationships with key media outlets, journalists, and opinion leaders to enhance the project's media presence.
- Aligns the communication and public outreach with that of Helvetas and the Swiss Embassy.
- Supports the Swiss Embassy and Helvetas in their communication efforts.
- Supports the planning and reporting process of E4E@MK.
- Provides required finance and MRM information and documentation to E4E@MK.
- Ensures smooth communication and information flow within the Project Team.
- Other tasks deemed necessary.

#### EDUCATION AND EXPERIENCE

**Mandatory:**

- Bachelor's or master's degree in communication, journalism, or similar qualifications.
- At least 3 years of professional experience in communication and outreach.
- Excellent knowledge of mass media and social media tools.
- Fluent in Macedonian and English (reading, speaking, and writing).

**Additional Assets:**

- Proved relation with mass media in North Macedonia.
- Experience in the work with NGOs and/ or international projects.
- Understanding of the Macedonian Vocational Skills Development system.
- Knowledge of Albanian language.

#### KEY COMPETENCES

- Very good analytical and conceptual skills.
- Strong ability to transform information into target group-oriented communication products.
- Adeptness in communicating information effectively and purposefully through both written and oral means to a range of stakeholders.
- Stays up to date with digital media and mass media developments.
- Good team player with independent and well-structured mode of operation.
- High willingness to learn and share knowledge and experiences.
- High ability to cope with stress and great flexibility.
- High responsibility and reliability.
- Loyalty and discretion.
- Willingness to travel in North Macedonia and abroad.

Interested applicants are requested to send their **CV and a Motivation Letter in English** to:  
[e4quotations@helvetas.org](mailto:e4quotations@helvetas.org)

Only short-listed candidates will be contacted, invited for an interview, and notified about the selection process.

**Deadline for applications: 24.04.2023**