



Building a Greener Economic Environment

## **CNVP Kosovo project “Sustainable Use of Natural Resources for Environment and Economic Development (SUNREED)” Project, Kosovo**

### **Local Expert Required: Communications and Visibility**

#### **1. Introduction**

CNVP Kosovo is implementing the project “Sustainable Use of Natural Resources for Environment and Economic Development” (SUNREED), funded by Embassy of Sweden in Prishtina/ Sweden International Development Aid (Sida) (2022-2026)

The SUNREED project regarding the environment and climate change, people living in poverty, gender equality and the conflict perspective, project will directly support Private Forest Owners (PFO) and their associations in 23 municipalities and the National Association of Private Forest Owners (NAPFO) to improve their service delivery. This will be done through direct encouragement of and support to improved forest management, in the Non Wood Forest Products (NWFP), Medicinal Aromatic Plants (MAPs) and biomass production market systems development contribute to improved policies and legislation as well as income generation for Private Forest Owners (PFO’s).

The project will work towards improving the situation for women, men, girls and boys living in poverty by affecting four dimensions of poverty: resources, power and voice, opportunities and choice, and human security. The project, will ensure gender equality and enhance livelihoods for women and youth through reaching poorer households. Among the Women Youth and Producers Groups (WYPGs), approximately 1,500 households will receive support in the form of training and enhancement of their voices in associations, and through incentive packages that will help to reduce poverty through the creation of employment opportunities / livelihoods. Furthermore, the project will work towards Women’s Economic Empowerment (WEE) by consolidating existing WYPGs and establishing additional ones based on market demands.

The SUNREED project aims is to contribute to poverty reduction through additional income and jobs derived from forest products such as wood biomass, NWFPs including MAPs, and carbon; backed up by an enabling policy environment and supported by sustainable service provision by the NAPFO and APFOs.

During the project period of 5 years the project will contribute to:

a) Increasing incomes from sustainably managed private forests with attention to climate change adaptation and biodiversity and engagement in forest product market systems **(outcome 1)**, and

b) Developing a market system for wood biomass (wood chips) to provide incentives for proper forest management and income generation for Private Forest Owners (PFOs), thereby leading to reduced greenhouse gas impacts (**outcome 2**).

The project will apply the Market Systems Development (MSD) approach, which will guide implementation and will ensure that the project is delivered in a way that maximises the positive impact on poorer people. Following the MSD approach, CNVP will act as a facilitator of change. This will involve partnering with a range of actors — private businesses, public agencies and civil society organizations such as APFOs and the NAPFO — and seeking to bring about changes in their behavior and expertise, which will result in improvements in PFOs' access to forest product markets and income.

## **2. Objectives of the Assignment**

CNVP Kosovo seeks recruitment of Local Expert to organize the communication and campaigning activities of the SUNREED project/CNVP, including regular communication about project results and activities, but also capacity building of the sub-grantees on outreach techniques and methods. The Communication and Visibility expert will be responsible in collaboration with the SUNREED team to implement a communication strategy including communication plan for the project and organisation, further develop and strengthen functionality of social media and communication platforms (Facebook, LinkedIn, Instagram, WhatsApp, newsletter, articles, reports, brochures, film materials etc.) and media plan for the overall project, produce focused standard narratives for the project objectives, results and achievements. Expert will be responsible for producing news and articles, conducting the public awareness raising campaigns in the project as well as publication of all project products, results and outputs.

The expert will contribute to funding applications, donor and organizational reports/plans, in cooperation with other members of the team.

## **3. Main tasks and responsibilities**

The Expert that will be based in Prishtina office, is expected to perform the following tasks:

1. Conceptualise, design, organise and execute communications materials and events;
2. Coordinate the communications outputs within the project, including development and administration of the project's social media marketing for the SUNRED project
3. Organize, file and select the graphic documentation of events and activities
4. Contribute to the preparation of publications
5. Prepare mass media information of the project (print, electronic, radio, tv) including press releases
6. Provide materials for the project website;
7. Prepare and supervise production of publicity brochures, handouts, leaflets, infographics, promotional videos, photographs, films, and multimedia project;
8. Coordinate the publication of project events, press conferences, round tables, with the relevant media people and institutions;
9. Provide regular monthly reports on the PR work carried out in the project;

10. Regularly update and maintain project electronic and other communication platforms
11. Develop and maintain good relationships with media and professional networks;
12. Coordinate communication activities with other SUNREED projects in Kosovo and CNVP in general;
13. Use established procedures to contribute written and visual material to CNVP's website and maintain regularly the social media (Facebook, LinkedIn, Instagram, etc);
14. Contribute to funding applications and donor reports in cooperation with other members of the team
15. Provide capacity building the sub-grantees of the SUNRED project on outreach techniques and methods
16. Support when needed project team in implementation of SUNRED activities and perform any other related functions assigned by the Executive Director
17. In charge of visibility efficiency for SUNRED project in particular and CNVP organisation in general.

#### **4. Required qualifications**

The successful applicant must.

1. University degree (s) preferably master's in development communication, journalism, public relations, human rights, social work, media, marketing or a relevant discipline.
2. At least 3 years of professional experience in the field of communications and brand management with proven experience in strategic communications, content writing and content editing
3. Specific experience with translating conceptual ideas into concrete communication products and developing communication products for various audiences (Kosovo citizens, local and national government officials, and international donors) and in various formats (written, video, audio, websites and social media);
4. Experience with knowledge management and organizational learning is an advantage
5. Good knowledge of Microsoft Office, professional use of social media, and various media editing projects;
6. Strong communication, analytical and presentation skills, and ability to network;
7. Excellent knowledge of spoken, written, and editing skills in English, Albanian and Serbian language (both orally and written);
8. Good administration, organization, and interpersonal skills
9. Able to demonstrate a proven ability to work proactively;
10. Previous work experience at central government, municipality and community levels will be an advantage;
11. Preferred driving license

#### **Duration of contract:**

The local expert will be contracted for up to 100 days working days over 12 months year from the date of signing the contract.

#### **Application**

Please send your CV, motivation letter and technical/financial offer (in English)  
to [recruitment@cnvp-eu.org](mailto:recruitment@cnvp-eu.org)

Deadline

The deadline for applications is **17.00, Wednesday, 30 January 2024**