



Building a Greener Economic Environment

JOB DESCRIPTION

Vacancy position: **Public Relations, Communication and visibility**

Location: **Tirana, Albania**

Background

CNVP (Connecting Natural Values & People Foundation) is a Dutch-based organization operating in the Balkans, a successor of SNV the Dutch development organization. Currently, CNVP is implementing projects in various fields, with its offices across the Balkans assisting rural people through providing quality services in environmental protection, climate issues, rural development, forestry, Non-Timber Forest Products (NTFPs) and biomass as renewable energy, and with that to increase the capacity of local actors to achieve their own sustainable development. More information about CNVP can be found at www.cnvp-eu.org.

CNVP Albania is currently implementing the following projects:

1. Local Economic Development, funded by Embassy of Sweden in Tirana and implemented in six regions in Albania
2. Sustainable use of natural resources for transboundary socio-economic development of protected areas in North Macedonia and Albania (Korab-Koritnik, Sharr and Albanian Alps)", funded by Prespa Ohrid National Trust (PONT).
3. Integrated Forest Management funded by Austrian Development Agency and implemented in partnership with ICEP

CNVP Albania is seeking to recruit a communication and visibility expert to organize the communication and campaigning activities of the projects being implemented by 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 CNVP team to develop a communication plan for the projects 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 the overall CNVP from PR and media perspective.

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

1. Main tasks and responsibilities

The PR, communication and visibility expert that will be based in Tirana 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 projects, including development and administration of the projects' social media marketing.
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 organization website;
7. Prepare and supervise production of publicity brochures, handouts, leaflets, infographics, promotional videos, photographs, films, and multimedia project;
8. Coordinate the publication of organizational events, press conferences, round tables, with the relevant media people and institutions;
9. Provide regular monthly reports on the PR work carried out;
10. Regularly update and maintain project electronic and other communication platforms
11. Develop and maintain good relationships with media and professional networks;
12. Use established procedures to contribute written and visual material to CNVP's website and maintain regularly the social media (Facebook, LinkedIn, Instagram, etc);
13. Provide capacity building for the sub-grantees as per the projects on outreach techniques and methods
14. Support CNVP Albania team in implementation of projects and perform any other related functions assigned by the Country Director
15. In charge of visibility efficiency for CNVP Albania projects in general.

2. Required qualifications

The successful applicant must have:

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 5 years of professional experience, preferably with international organizations, 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 (Albania 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;
8. Good administration, organization, and interpersonal skills
9. Able to demonstrate a proven ability to work proactively;
10. Driving license

Duration of contract:

The PR, communication and visibility expert will be contracted for a part time position for a period of one year with possibility of extension based on work performance and organization's projects under implementation.

Application

Interested candidates should apply in English by email (subject line: Application for PR communication and visibility expert Albania) to recruitment@cnpv-eu.org no later than **July 15th 2024, 17:00 hrs.** attaching a letter of motivation, a CV (using the EU Pass Format) and three recommendations contacts.