



**Building a Greener Economic Environment**

## **JOB DESCRIPTION**

Vacancy position: **Public Relations Officer**

Location: **Skopje**, North Macedonia

Organization: CNVP, branch office in **North Macedonia**

### **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, 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](http://www.cnvp-eu.org).

CNVP, through its branch offices in North Macedonia and Albania, is implementing a new three-year project (2022-2025) "Sustainable use of natural resources for transboundary socio-economic development of protected areas in North Macedonia and Albania (Korab-Koritnik, Shar, and Albanian Alps)", funded by Prespa Ohrid National Trust (PONT).

The CNVP office in North Macedonia is looking for qualified people to fill the position of **Public Relations Officer** in order to implement the new project.

### **Position summary**

**The Public Relations Officer (PRO)** in North Macedonia will be primarily responsible for public relations and will work on project promotional activities and visibility issues. S/he will create project news and stories, as well as organize promotional activities and events. S/he will manage the project's website and social media channels. S/he will interact with the media and the general public, as well as answer public-interest questions. He/she will make significant contributions to the implementation of project activities in North Macedonia, as well as provide direct PR support to the project team.

He or she will be skilled at producing media news and will have a thorough understanding of social media and environmental issues in the region. He/she will ensure effective communication with project colleagues in the CNVP offices in Albania and Kosovo, as well as support the ecological corridors within his/her scope of work and contribute to cross-border project activities.

The PRO will be directly responsible to the CNVP Country Director in North Macedonia.

### **Main responsibilities**

**CNVP - Building a Greener Economic Environment**

Active in Albania, Kosovo, Macedonia, Montenegro, Serbia and Bosnia-Herzegovina

[info@cnvp-eu.org](mailto:info@cnvp-eu.org)

[www.cnvp-eu.org](http://www.cnvp-eu.org)

The **Public Relations Officer** will be required to:

- Support the general implementation of the project "Sustainable use of natural resources for transboundary socio-economic development of protected areas in North Macedonia and Albania (Korab-Koritnik, Shar and Albanian Alps)" ;
- Increase the organization's and project's visibility in the eyes of the public and stakeholders.
- News preparation and creation for publication. The posts should be shared on the CNVP's social media platforms (Facebook, Instagram, LinkedIn, and Youtube) as well as other available media channels.
- Video event coverage and video news production.
- On a regular basis, update and maintain the organization's website, and coordinate all social media activities for the project including the donor.
- Support the activities that contribute in establishing relationships with local stakeholders, donors, government officials and other key stakeholders;
- Support from PR perspective the cooperation with national and local institutions in the promotion and involvement of different state and local institutions to achieve project results;
- PR support to the organization on conducting environmental-related events envisaged in the project's work plan;
- PR support to the project team and its partners in the organization and implementation of other activities related to the project;
- Promote CNVP and the project in line with the core values of the organization and the commitments envisaged under the project;
- Support the coordination of activities with the CNVP offices in Albania and Kosovo, as well as with the donor PONT;
- Contribute with inputs, media news ,articles, reporting and editing to CNVP office in North Macedonia, CNVP Albania, and the donor according to the project requirements;
- Contribute to collaboration with National Parks, municipalities, NGOs, PONT grantees, the local community, and other relevant institutions and stakeholders;
- Build excellent relationships, networking links, communication, and information flows to ensure that CNVP is represented at all important environmental meetings;
- Provide necessary PR support to the CNVP for other project initiatives and other donor-funded projects;
- Contribute to the envisaged self-assessment performances;
- Be responsible for managing all administrative tasks related to the position;

### **Competencies**

- Excellent written and oral communication skills in English.
- Excellent relationships skills and the ability to meet deadlines.
- Capability to summarize the assignment and draw conclusions on related topics
- Integrity is demonstrated by modeling CNVP's values and ethical standards;



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- Cultural, gender, religion, race, nationality, and age sensitivity and adaptability are demonstrated.

### Personal profile requirements

- A bachelor's degree in the social sciences, or a related field. A master's degree is advantageous;
- Strong media networking, social media, and journalism writing skills are required.
- A minimum of three years of project-related PR experience is required. Working in public relations with international organizations and/or donors is advantageous.;
- English and Macedonian language skills are required. Knowledge of local languages is advantageous;
- Superior communication and media writing skills required;
- B category driver's license

### Performance

The employee's six-month and annual evaluations will be based on the summary job description. Targeted project activities for the years 2022-2025 will be used to evaluate employee performance.

### Behavior

In order to contribute to meeting CNVP's mission statement and objectives, the PRO must perform this job in a way that maximizes positive cooperation and networking among all CNVP staff and related stakeholders. It is critical to portray CNVP as a professional organization with integrity that provides the highest quality service.

### Application procedure

Interested candidates are invited to send a **motivation letter** and a **CV** with **three references** to **recruitment@cnvp-eu.org** no later than **September 19th, 2022**.

Please include the position you are applying for in the subject line of your email, for example, "**Public Relations Officer**"

Only those who have been shortlisted will be invited to an interview.