

REQUEST FOR EXPRESSIONS OF INTEREST

CONSULTING SERVICES – INDIVIDUAL CONSULTANTS

Republic of Serbia

The Serbia Railway Sector Modernization Project (SRSM)

Project ID No. P170868

Assignment Title:

Individual Consultant (full time) – Public communications, social and citizen engagement specialist

Reference No. SER-SRSM-QCBS-CS-21-08

For the purpose of financing Serbia Railway Sector Modernization Project, Phase 1 of the MPA, IBRD and the Agence Francaise de Développement (AFD), jointly, granted to the Republic of Serbia EUR 102 million loan to support enhancing the efficiency and safety of existing railway assets and improving governance and institutional capacity of the railway sector and the Republic of Serbia intends to apply part of the proceeds to payments for consulting services to be procured under this project.

Scope of Work

The PCSCE specialist of the PIU will be responsible for the following duties:

- Design and implementation of the Outreach and Information Campaigns and Public Opinion Researches within the Project;
- Plan, execute, and coordinate public relations programs, i.e. coordinate activities for promotion of the Project (preparing visual identity, preparing online and printing materials, preparing press releases, updating website, infographics, work with national and local journalists and general public, regular communication with relevant governmental institutions, The World Bank, and other local partners, etc.);
- Manage and update information and engage with users on social media sites such as Twitter and Facebook, maintain and update information on the Project's website;
- Coordinate PR, Outreach and media relations activities on the national level for all topics related to the Project with persons responsible for Media Relations and Marketing within MCTI, RD and railway companies;
- Coordinate and monitor development of Stakeholder engagement and communication plan, and its implementation;
- Organize PR events (e.g. open days, press conferences);
- Address inquiries from the media and other parties;
- Measure and make reports on each PR campaign;
- Supervise beneficiaries' image frequently and define and conduct activities for improvement, collate and analyze media coverage;
- Build strong relationships with all relevant stakeholders, such as local government, media people, journalists, politicians, etc.
- Create content for various speeches, events, hearings;
- Craft and implement crisis communications guide and media strategy, as needed;
- Foster good community relations through events such as open days and through involvement in community initiatives
- Provide information related to the project visibility and results from implementation of communication strategies for reports prepared by the PIU
- Assist to the Head of the PIU in preparation of the PIU Reports to the Client and the World Bank;
- Close cooperation with other PIU staff to be selected for support to implementation of the Project, and

- Any other task assigned by the Head of the PIU.

The Consultant shall provide full time services for the life of the Project, i.e. until December 31, 2026, with a probationary period of six (6) months.

In order to be selected, the Consultant must possess, at the minimum, the following qualifications:

- Ten years or more of communications/PR experience;
- Experience with corporate communications;
- Demonstrated experience with working with the main media in Serbia;
- Experience in planning and managing communication strategies, including:
 - Developing key messages,
 - Prioritizing stakeholder groups,
 - Researching perceptions,
 - Preparation of the strategy/action plan,
 - Advice on day-to-day issues;
- Experience and expertise to plan and manage public information, outreach campaigns, and conferences;
- Experience with social media communication;
- Experience in working with public institutions
- Working experience in the basic tools/techniques of communications, including:
 - Media relations (press releases, articles, interviews, infographics, photo calls)
 - Speaker platforms (speeches/presentations to stakeholders)
 - Provincial relations (liaison with provincial/local structures)
 - Special events and functions (launches, conferences, parties)
 - Literature (brochure, leaflets, flyers, posters)
 - Issues management/crisis communications procedures
- Analytical and writing skills – releases, speeches, presentations and reports
- Outstanding knowledge of Serbian and Fluent English language;
- Excellent Microsoft office skills.

The detailed Terms of Reference for the above referenced consulting services is posted on the website of the Ministry of Construction, Transportation and Infrastructure (MCTI) www.mgsi.gov.rs/en/dokuments/serbia-railway-sector-modernization-srsm-project-piu.

The Central Fiduciary Unit (CFU) of the Ministry of Finance now invites eligible individual consultants to indicate their interest in providing the Services. Interested consultants must provide Cover Letter and CV representing description of similar assignments, experience in similar conditions and availability of appropriate skills (scanned diplomas to be sent with CV).

The evaluation criteria for the assignment:

- Specific Experience relevant to the Assignment (60 Points)
- Qualifications and Competence relevant to the Assignment (40 Points)

The attention of interested Consultants is drawn to paragraph 3.16 and 3.17 of the **World Bank's Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, World, Non-Consulting and Consulting Services, July 2016, revised November 2017, August 2018 and November 2020** ("the Regulations") setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the *Open Competitive Selection of Individual Consultants* as set out in the Regulations.

Interested consultants may obtain further information from the CFU at the address below from 09:00 to 15:00 hours.

Expressions of interest **in English language** must be delivered to the e-mail address below by **September 9, 2021, 12:00 Noon**, local time.

When submitting Expressions of interest please indicate assignment and reference number for which you are applying.

Contact:	E-mail:	Address:
To:	zorica.petrovic@mfin.gov.rs Ms. Zorica Petrovic Procurement Specialist	Ministry of Finance Central Fiduciary Unit 3-5 Sremska St 11000 Belgrade, Serbia
Cc:	ljiljana.dzuver@mfin.gov.rs ljiljana.stojic@mgsi.gov.rs	Tel/Fax: (+381 11) 202-15-30

Serbia Railway Sector Modernization Project

TERMS OF REFERENCE

for

Public communications, social and citizen engagement specialist

Background

The International Bank for Reconstruction and Development (IBRD) launched the Multiphase Programmatic Approach (MPA) to support the Government of Serbia in continuation of institutional, physical and operational modernization of the railway sector in an integrated manner through providing financial support to Serbia Railway Sector Modernization Project as part of the Multiphase Programmatic Approach to be implemented in three overlapping phases over the ten-year period.

For the purpose of financing Serbia Railway Sector Modernization Project, Phase 1 of the MPA, IBRD and the Agence Francaise de Développement (AFD), jointly, granted to the Republic of Serbia EUR 102 million loan to support enhancing the efficiency and safety of existing railway assets and improving governance and institutional capacity of the railway sector.

The Project includes following components:

- Component 1: Infrastructure Investments and Asset Management: Sub-Component 1.1: Reliable and Safe Railway Infrastructure (track rehabilitation, level crossings, railway station “Prokop”, Bogojevo station bypass, measurement stations), Sub-Component 1.2: Technical Documentation for the Phase 2, Sub-Component 1.3: Asset Management
- Component 2: Institutional Strengthening and Project Management: Sub-Component 2.1: Sectoral Governance, Sub-Component 2.2: Human capital, Sub-Component 2.3: Project Management and Citizen Engagement
- Component 3: Railway Modernization Enablers: Sub-Component 3.1: Intelligent Railway Systems (ITS) and Safety Management System (SMS), Sub-Component 3.2: Integrated Territorial Development and Sub-Component 3.3: Modal Shift

Project will be managed by the Ministry of Construction, Transport and Infrastructure (MoCTI) through the Project Implementation Unit (PIU) supplemented by the Project Implementation Teams (PITs) in Railway Directorate (RD) and in railway companies, respectively Serbian Railway Infrastructure (IZS), Serbia Voz (SV) and Serbia Cargo (SV). PITs will act as subordinate implementing agencies and provide technical support for specific Project subcomponents or activities of the MPA that pertain to their area of expertise. Primary responsibility for Project execution lies on PIU which will ensure that the Project development objectives are met.

Ministry of Construction, Transport and Infrastructure (the Client) intends to engage a highly qualified consultant (individual expert) to provide required services more closely

described below. The successful candidate will work closely with the Client and beneficiaries to ensure that the Project activities are timely promoted in a satisfactory manner. The consultant, always aligned with the Head of the PIU and in collaboration with the other PIU staff, shall interact and liaise with PITs, consultants, World Bank, AFD, and others relevant for successful completion of the tasks.

General information

Individual Consultant Title: Public communications, social and citizen engagement (PCSCE) specialist of the PIU to support Serbia Railway Sector Modernization Project. The Consultant shall report to the Head of the PIU, linked to the MoCTI of the Republic of Serbia.

Position in organization

Immediate superior: Head of the Project Implementation Unit

Main position objective

Generally, the Consultant is responsible to build and maintain a positive public image for railway sector in Serbia and beneficiaries of the Project. To this aim, he/she will provide two-way communication between all stakeholders (MCTI, RD, IZS, SV, SC and Citizens) which would lead to understanding, partnership and synergy between all of them on the same task: to understand and adopt the results of the Project.

The main objective of the PCSCE specialist will be to use all available communication tools to support the MCTI in creating the atmosphere of understanding, buy in, and support to the Project objectives. The equal objective is to support them in communication with general public and business sector, as final users of the services. The Associate will serve as the focal point within PIU team for outreach and communication campaigns, ensuring the unique identity, clear message, coordination among beneficiaries, etc.

Further, the PCSCE specialist will be responsible to coordinate and monitor development of Stakeholder engagement and communication plan, and its implementation, and to inform on status, problems encountered and proposed and implemented mitigation measures.

Engaging the PCSCE specialist will provide a dedicated, full-time communication capacity, to enable a coordinated and strategic communication related to the activities within the Project with all relevant stakeholders, primarily the beneficiaries of the Project, the World Bank and the regional audiences, national and local media, consumers and what is most important general public and business community. Also, it will ensure proactive outreach to all population groups, and focus groups dedicated specifically to vulnerable groups will be conducted to gauge their views and concerns related to the Project attributable impacts.

Principal responsibilities

The PCSCE specialist of the PIU will be responsible for the following duties:

- Design and implementation of the Outreach and Information Campaigns and Public Opinion Researches within the Project;
- Plan, execute, and coordinate public relations programs, i.e. coordinate activities for promotion of the Project (preparing visual identity, preparing online and printing materials, preparing press releases, updating website, infographics, work with national and local journalists and general public, regular communication with relevant governmental institutions, The World Bank, and other local partners, etc.);
- Manage and update information and engage with users on social media sites such as Twitter and Facebook, maintain and update information on the Project's website;
- Coordinate PR, Outreach and media relations activities on the national level for all topics related to the Project with persons responsible for Media Relations and Marketing within MCTI, RD and railway companies;
- Coordinate and monitor development of Stakeholder engagement and communication plan, and its implementation;
- Organize PR events (e.g. open days, press conferences);
- Address inquiries from the media and other parties;
- Measure and make reports on each PR campaign;
- Supervise beneficiaries' image frequently and define and conduct activities for improvement, collate and analyze media coverage;
- Build strong relationships with all relevant stakeholders, such as local government, media people, journalists, politicians, etc.
- Create content for various speeches, events, hearings;
- Craft and implement crisis communications guide and media strategy, as needed;
- Foster good community relations through events such as open days and through involvement in community initiatives
- Provide information related to the project visibility and results from implementation of communication strategies for reports prepared by the PIU
- Assist to the Head of the PIU in preparation of the PIU Reports to the Client and the World Bank;
- Close cooperation with other PIU staff to be selected for support to implementation of the Project, and
- Any other task assigned by the Head of the PIU.

Reporting requirements

The Consultant will provide Monthly Progress Reports, within 5 (five) days after the end of the month for which the report is due. The report should contain at least:

- Project coverage in media;
- The fulfilment of adopted PR Action Plan
- Conferences organized
- Implementation of the stakeholder engagement plan.

In addition, the PCSCE specialist will prepare Quarterly Monitoring Report documenting the social performance of the Project.

The Consultant shall prepare ad-hoc reports on any major issues raised during Project implementation, at the Head of the PIU, Client or Bank's request.

Knowledge, experience, skills and competencies

- Ten years or more of communications/PR experience;
- Experience with corporate communications;
- Demonstrated experience with working with the main media in Serbia;
- Experience in planning and managing communication strategies, including:
 - Developing key messages,
 - Prioritizing stakeholder groups,
 - Researching perceptions,
 - Preparation of the strategy/action plan,
 - Advice on day-to-day issues;
- Experience and expertise to plan and manage public information, outreach campaigns, and conferences;
- Experience with social media communication;
- Experience in working with public institutions
- Working experience in the basic tools/techniques of communications, including:
 - Media relations (press releases, articles, interviews, infographics, photo calls)
 - Speaker platforms (speeches/presentations to stakeholders)
 - Provincial relations (liaison with provincial/local structures)
 - Special events and functions (launches, conferences, parties)
 - Literature (brochure, leaflets, flyers, posters)
 - Issues management/crisis communications procedures
- Analytical and writing skills – releases, speeches, presentations and reports
- Outstanding knowledge of Serbian and Fluent English language;
- Excellent Microsoft office skills.

Length of the assignment

The Consultant shall provide full time services for the life of the Project, i.e. until December 31, 2026, with a probationary period of six (6) months.

The Consultant should be available to commence no later than one month after the contract signature. The Consultant should be available to provide services for at least 8 hours each day, Monday to Friday, for a minimum period of 40 hours per week. All leave to be allowed to the Consultant is included in the staff months of service. The Consultant will have 30 days of paid vacation leave per year. The leave for national holidays is to be considered paid.

Facilities to be provided by the Client

The Client will be responsible for provision of the following:

- Fully equipped office space, with access to Internet, local telephone line, printing, photocopying and document binding;
- Access to necessary documents; and

- Where the Consultant is required to travel, to site or elsewhere in accordance with the Client's instruction, transportation costs will be borne by the Client.

Confidentiality

The Consultant undertakes to maintain confidentiality on all information that is not in the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment.

Selection of Consultant

The Consultant will be selected applying Open competitive method.

The Consultant is eligible and his selection does not create any conflict of interest as provided in the Bank's Procurement Regulations.