

Vacancy Notice No : CVN 2024/06
Position title : **SCRM Communications Focal Point**
Duty Station : Belgrade
Classification : Consultant
Type of Appointment : Consultancy Type A (6 months with possibility of extension)
Estimated Start Date : May 2024
Closing Date : 09 May 2024

Established in 1951, IOM is a Related Organization of the United Nations, and as the leading UN agency in the field of migration, works closely with governmental, intergovernmental and non-governmental partners. IOM is dedicated to promoting humane and orderly migration for the benefit of all. It does so by providing services and advice to governments and migrants.

A) Background

For more than a decade, migration management has remained in the spotlight of public discourse and concern, particularly heightened by the influx of refugees and migrants since 2015. Despite the change in numbers, the variety of nationalities of the people on the move, the shifting routes and pathways, as well as the emerging migration trends, one thing is stubbornly resisting to change for good: the country's public deliberation surrounding migration.

Republic of Serbia continues to grapple with maintaining adequate standards of asylum and migration management while meeting the criteria for EU accession. One of the migration aspects where a more streamlined national coordination is needed are communication effort to shape the public discourse surrounding migrants and refugees which has shifted from negative to neutral or mildly positive to predominantly negative again. Many local and national media outlets have shown inadequate capacity and dedication to report ethically and professionally on mixed migration issues. This evolving context leads to divisive miscommunication and negative misconceptions regarding asylum-seekers, refugees, and migrants in the country.

Communication regarding mixed movements of refugees and migrants, including public perceptions, narratives, and prejudices, needs to undergo a substantial change across various sectors such as media, local governments, civil society, private sector, and academia. The focus is on enhancing communication capacities both vertically and horizontally while intensifying efforts to promote positive narratives and create inclusive environments conducive to integration.

B) Objective

The principal objective of the consultancy is to develop and maintain a coordinated approach to counter negative and divisive narratives on asylum-seekers, refugees and migrants and enhance national communication capacities focusing on the change of narratives and creation of more conducive public perception in the national response to mixed movements and broader migration governance.

A Communication Focal Point will be engaged for the Commissariat for Refugees and Migration (SCRM) as the principle hub for all communication tasks pertaining to this objective, to convene all relevant government partners whose participation is adamant in the implementation, thus ensuring national ownership of the entire process and its outcomes. In particular, the Focal Point will take the lead in coordination of inputs from all relevant government authorities for the communication component and activities of the action.

The proposed position should lead to achieving two chief outcomes:

1. Centralized communication and information flow toward all the national stakeholders around the status of key migration trends and issues
2. Ensured timely, coherent and coordinated implementation of Communication Strategy and the Action Plan by all relevant stakeholders.

c) Scope of the services needed from the position

Under the direct supervision of the SCRMM senior management staff, and overall supervision of the IOM Project Manager and Head of Office, the incumbent will be responsible for the following tasks:

- Serve as liaison between national actors and stakeholders involved and help streamline national communication activities and activities of the project
- Ensure that project activities, outcomes and outputs on communication and promotion are in line with national migration policies
- Liaison with the Agency responsible for the drafting the Strategy with the Action Plan to ensure they are developed in accordance with all the relevant inputs of national migration stakeholders
- Liaison with the media monitoring Agency responsible for collecting press-clippings, media monitoring and preparation of regular and analytical monitoring reports
- Engage in day-to-day communication and exchange between SCRMM and other institutions and project partners, ensuring exchange of information and a coordinated approach to strategy and relevant project activities development, implementation and oversight
- Maintains information/correspondence flow with all relevant national stakeholders and project partners
- Contributes to the development and production of the communications products including information's, publications, videos and other promo materials;
- Supports in organizing press conferences, special events, other activities;
- Drafts reports; reviews relevant documents, reports, press releases, etc.;
- Coordinates with IOM and UNHCR the translation and adaptation of such material as required and on arranging wide distribution;
- Drafts briefing materials, talking points, background information when requested by SCRMM management
- Collect information on specific and relevant migrations issues and events, making available information, publications and promotional materials to all stakeholders on approval by SCRMM management
- Coordinate activities and approaches to further the promotion and visibility of the work of the coordinated approach
- Assist in developing and formulating new initiatives in the area of online services, with special view to the effective utilization of social media
- Conceptualize and coordinate activities pertaining to communication tasks specifically related to the national coordination capacities
- Working closely with the IOM Communications Associate and the selected service provider in supporting the drafting of the Terms of Reference for the Communication Strategy and Action Plan, as well as for monitoring and reporting on its implementation.

d) Deliverables:

The Communications Focal Point is expected to complete the following tasks:

3. Support and oversight of the Communication Strategy and Action Plan preparation
4. Effective coordination and support in implementing the Action Plan in cooperation with a variety of national stakeholders, EU Delegation, IOM and UNHCR
5. Effective support in organizing and conducting regular coordination meetings,

- conferences, gatherings and public events if necessary
6. Timely and quality provision of news for social media and websites if necessary
 7. Timely and quality submission of various reports, such as on performed tasks, relevant project activities and results as requested by IOM and SCRM
 8. Support effective and analytical media monitoring
 9. Other deliverables as determined in coordination between IOM and SCRM

E) Timeframe and reporting

The final and more detailed timeline will be agreed with SCRM and the contracted consultant.

The consultant is expected to report on the agreed regular basis to IOM on the progress of the project via email, phone or videoconference as required.

At the end of the assignment, the consultant shall provide a final written report summarizing all activities completed.

Desirable Qualifications and Experience:

- University degree in the relevant field i.e. political sciences, journalism, communications, media studies;
- At least two years of experience in working in or with media and in the area of communication;
- At least one year of relevant experience in working for public administration institution;
- Good knowledge and experience in the field of migration;
- Experience in working with local self-government authorities;
- Serbian native speaker and good knowledge of spoken and written English language;
- Strong advocacy, analytical and report writing skills, able to write concise and comprehensive reports on complex subjects;
- Work experience in the areas of SCRM competences (advantage).

Languages Required

- Serbian native speaker and good knowledge of spoken and written English language;

How to apply:

Interested candidates to submit their applications as soon as possible by sending the IOM Personal History form in English language available on IOM Serbia [website](#) together with motivation letter, via email to iombegvacancy@iom.int quoting this respective Vacancy notice number (CVN 2024/06) in the subject.

Only shortlisted candidates will be contacted.

Position is subject to availability of funding

Posting period: From 25 April 2024 until 09 May 2024

Appointment will be subject to certification that the candidate is medically fit for appointment, Subject to certain exemptions, vaccination against COVID-19 will in principle be required for individuals hired on or after 15 November 2021. This will be verified as part of the medical clearance process.