



TERMS OF REFERENCE

- A. Job title:** Communications Expert Consultant: Area of Foreign Affairs
- B. Type of position:** International, short-term
- C. Post Reference:** MNE/10/028
- D. Duty Station:** Podgorica, Montenegro and home based
- E. Bureau/Office:** UNDP Montenegro/ Government of Montenegro
- F. Duration of appointment:** end of May 2010 – November, 2010
- G. Contract type:** Special Service Agreement
- H. Deadline for Application:** Thursday, 20th May 2010, CoB.

i. Background

After becoming an independent state, Montenegro has been facing the major challenge of quickly building up its national institutions capable of formulating and implementing the policies in the areas formerly controlled by the central authorities in Belgrade. Foreign policy has been one of the most illustrative examples of such areas: historically, Montenegrin participation in foreign policy of SFRY, FRY, and SCG had been specific - small in its size and staffed mostly by junior personnel as well as diplomats between postings, with relatively significant number of diplomats in the SRFY, FRY and SCG diplomatic service, Montenegrin Ministry of Foreign Affairs (MFA) in the sunset of referendum on independence called for better built human and financial resources to operate in the new environment.

The efforts by the leadership of the Ministry over the past years have yielded positive results as MFA has started to grow into an institution with proven ability to develop, present and safeguard policy positions of Montenegro on the most sensitive issues of international relations. However, in order to address emerging challenges, which Montenegro faces in its aspiration to become a full member of the European Union (EU), and also a regional partner for peace and development, there is a need to strengthen the institutional and human capacities of the MFA to effectively implement country's foreign policy.

Whilst the country's foreign policy priorities are clearly formulated, their expression in a comprehensive and timely fashion requires further strengthening of institutional capacities of MFA. This includes thoughtful policy response to EU requirements, NATO, WTO, UN, changes in the international political and economic situation, improved ability to safeguard interests of the country in organizations for regional and international cooperation, ability to clearly present the policy position of the country as well as further improvement of the image of Montenegro as an open and democratic state.

Internally, MFA is yet to tackle the number of tasks to improve its operational efficiency and build up the professional diplomatic service. This includes setting up of new units, capturing the benefits of IT tools in the MFA's daily operations, development of the legal framework for a sustainable mechanism of selection, recruitment, promotion and professional development of diplomats. Overall, MFA is very well positioned to

build its institutional capacity further. It is a sufficiently open organization with strong leadership and staffed with a good mix of experienced diplomats and talented youth.

MFA's human resource endowments and overall commitment to constant improvement augur well for its success in establishing itself as an efficient advocate of Montenegro's national interests to the benefit of its people.

In the modern world, international affairs are no longer the preserve of nation states and multinational organizations. International relations take place in real time, before global audiences, and instant communications and widespread democracy squeeze out old-fashioned private diplomacy.

Countries need to inform people abroad about themselves and their views in order to influence the way of thinking, and there is a need to develop new skills alongside the old tools and techniques, so as to make the most of the new opportunities in the world of today. And, public diplomacy is one of the ways to improve the country's image and a set of skills and tools for communicating with the vast and varied foreign publics that are now players in international affairs.

The MFA need to strengthen knowledge and improve skills on how to communicate the priorities of foreign policy of Montenegro, as well as to advocate and promote country's visibility in the most successful manner.

Therefore CDP will engage an international expert who will provide comparative knowledge and train selected personnel of the Ministry of Foreign Affairs in Montenegro on modern communication techniques.

ii. Duties and Responsibilities

Objective of the Assignment: The international consultant will assist in improving knowledge and skills of selected personnel of the Ministry of Foreign Affairs in Montenegro. The major aim of the coaching/training will be to:

- Increase the knowledge of the selected personnel on new communication techniques commonly used by Ministries of Foreign Affairs in EU countries;
- Contribute to the daily work of the selected personnel through practical examples and overview of modern communication technologies rather than general talk on media environment and communication toolkit;
- Help to prioritize the daily work load;
- Provide a better orientation in the EU/other relevant communication networks and confirm the already existing knowledge on the EU/other relevant communication issues;
- Help in acquiring new knowledge and skills, ability to cope with new situations, communication with the media, common communication priorities and challenges facing former and present-day candidate countries, solutions and ways to cope with them;
- Hold practical discussions on the issues specific to Montenegro.

Regarding new knowledge and skills, the incumbent will pay special attention to

- EU common communication policies and practices;
- What and how has been done on the EU and other relevant communication in Montenegro;
- Use of the new media;
- Communication abroad.

This aim will be attained through delivery of at least three specialized trainings which will be organized in order not to overburden the schedules of the Ministry designated personnel.

Job Content: The International consultant will provide comparative knowledge and lead the trainings with specific aim to achieve the following results:

- Providing the selected MFA personnel with an in-depth insight into the EU communication policy, regulations and practices in domain of foreign affairs;
- Enhancing interactive aspects of the country's foreign affairs by using the internet/electronic media;
- Providing the selected MFA personnel with comparative experience regarding organizational aspect of communication/advocacy in foreign affairs, public diplomacy and EU issues on central Ministry level and preparing them to help in strengthening the coordination of communication activities at the Ministry;
- To strengthen preconditions for a comprehensive dialogue on all relevant aspects of the functioning of MFA with the media, institutions and general public and
- To increase capacity to raise awareness and understanding of the media and public in Montenegro on foreign affairs issues

The international consultant will be obliged to create a draft agenda for this specialized series of training based on all the above described tasks, and to prepare a final report that should compile achieved results, evaluation, recommendations for further actions, as well as practical reference points. The consultant will work in close cooperation with the focal point from MFA and CDP Programme Manager.

Timing of the work: up to 20 working days, during end of May 2010 – November, 2010. In addition, short-listed candidates will be provided with exact number of planned missions to Podgorica, Montenegro.

iii. Competencies

- Demonstrates integrity by modeling the UN's values and ethical standards
- Promotes the vision, mission, and strategic goals of UNDP
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Focuses on result for the client and responds positively to feedback
- Consistently approaches work with energy and a positive, constructive attitude
- Demonstrates openness to change and ability to manage complexities

iv. Qualifications and expertise

- Proven expertise and work experience in the area of advocacy/communications, campaigning and training in domain of foreign affairs, public diplomacy and EU integration, preferably with experience of work in the region of South-East Europe;
- Modern approach and exceptional analytical skills for interpreting complex foreign affairs/EU advocacy/communications issues in a short timeframe and transforming them into a training for the personnel of the Ministry of Foreign Affairs in the art of public advocacy and stretching from policy to direct services;
- Superior writing skills, clear and persuasive and experienced enough to prepare a comprehensive follow up report that will serve as a point of reference;
- Familiarity with the context of Montenegro accession aspirations;
- Experience working in a post conflict/transitional, non-English speaking multi-cultural work environment and in promoting staff development;
- Exceptional interpersonal skills and cultural sensitivity to effectively interact with all levels of staff
- Extensive training experience;
- Fluency in English, superior oral communications skills to effectively present information and respond to questions;
- Working knowledge of PC-based word processing and e-mail technology.

v. Application Process

Interested applicants are requested to submit their applications to UNDP Office in Podgorica by e-mail to consultancy.me@undp.org by Thursday, 20th May 2010, CoB.

The application should contain:

1. Duly completed Personal History Form (P11) can be downloaded from <http://www.undp.org.me/files/jobs/index.html>
2. Cover/Motivation Letter

The short-listed candidates only would be requested to submit a letter of interest including a price quotation indicating the lump sum (in USD) requested for the work envisaged in the section "Duties and Responsibilities".

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