

# Terms of Reference

## Short-Term Expert – Campaign Specialist

**DURATION of CONSULTANCY:** 15 June 2018 – 15 January 2020

**OUTPUT of CONSULTANCY:** The EU Infopoint aims to bring the Turkish Cypriot community closer to the European Union by improving public knowledge, awareness, and understanding of the European Union, its values, policies and programmes.

The purpose of this assignment is to prepare and supervise the implementation of information campaigns that aim to raise awareness about the European Union and related policies within the Turkish Cypriot community.

The consultant will be responsible for planning campaigns; preparing design briefs and media plans; drafting content; supervising production processes; ensuring quality output of all deliverables; and evaluating campaign outreach. The consultant will work closely with the Team Leader, and the Information and Event Expert to achieve the desired end result.

The contract will be offered on a freelance/part-time basis.

### Types of assignments

- Developing campaign concept notes (including any relevant research/background, communication mediums to be used, key messages, slogans and links to existing EU campaigns on the same topic)
- Preparing design/production briefs and media plans for campaign execution
- Drafting content for radio and TV spots and other written materials
- Oversight of production processes and liaising with suppliers to ensure quality outputs
- Evaluating campaign outreach and proposing ideas/suggestions for future campaigns

### Responsibilities

- Receiving a brief and assessing the needs to develop the campaigns.
- Preparing all pre-production and planning requirements for the campaigns.
- Working with experts for quality and timely delivery of campaign elements.
- Taking on board feedback from supervisor and working with production experts to ensure quality outputs
- Ensuring that all campaigns meet the objectives identified at the planning phase

The consultant will be expected to have a PC, laptop or notebook (with internet connection) and will work part-time only from his/her home or other office and/or the EU IP office. He/she will also need a driver's license and a vehicle as most of the tasks involved will require him/her to attend meetings at EU Infopoint and be available at specific locations. The EU Infopoint Team Leader will be his/her supervisor.

**Qualifications:** The consultant should possess a degree in communications, social science or public relations or similar; highly developed communication skills, including the preparation of high quality reports and the delivery of presentations; computer literacy; at least 5 years of experience in the field communications or related fields. Knowledge of and experience in information and awareness raising campaigns, particularly with an EU focus is desirable. Fluency in Turkish and English is required.

Interested applicants should send their letter of interest and CV to [info@abbilgi.eu](mailto:info@abbilgi.eu) by 6.00pm on Monday 11 June 2018. Only short-listed applicants will be contacted.



EU Infopoint is funded by the European Union.

The number of days envisaged for the Short-Term Expert – Campaign Specialist is 40 days with 10 days per campaign and an average of 4 campaigns between June 2018 and January 2020.

A breakdown can be found below.

EU Campaign	
Preparation and planning (including data collection for background, preparing concept note)	2
Upon approval of concept, prepare design and media briefs	1
Drafting of content	1
Supervision and quality check of outputs (stage 1)	1
Integrating the feedback from approval process	2
Media planning based on agreed mediums	1
Supervision and quality check of outputs (stage 2)	1
Ensuring final and quality delivery of all outputs for the campaign and providing a short summary report	1
<b>TOTAL number of days</b>	<b>10</b>
10 days x 4 campaigns	<b>40</b>



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