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Call for proposals
Guidelines for grant applicants – SOFT projects

ANNEX E

Project title	Educational University Romanian-Ukrainian Cross-Border Cooperation - UNIV.E.R-U
Organisation	University “Stefan cel Mare” Suceava

Job description

Job Name	PR Expert
Job Level	executive
Main purpose	Coordination of the communication activities of the lead partner/beneficiary, dissemination of the project implementation and results, raise awareness about the objectives of the UNIV.E.R-U project and JOP Romania – Ukraine 2014-2020 programme among the beneficiary
Specific conditions for the job	<ul style="list-style-type: none"> - Basic connection with local/regional media - Basic experience in communication and design - Knowledge of social media channels
Studies required for the job	a bachelor’s degree in public relations, journalism, communications, English, business or other compatible specialty.
Training	<p>Communication training</p> <p>Event organization could be a plus</p>
Computer skills	Regular PC user (MS Office)
Languages	<p>English - high level</p> <p>Romanian (for the lead beneficiary)/Ukrainian (for the beneficiary 1)</p>
Working experience	<p>Basic experience in public relations/communication in a project/firm/organization</p> <p>Basic experience in writing press releases and prepare information for the media</p> <p>Experience in working with websites and social media network accounts: Facebook/Tweeter/Linkedin</p>
Skills required	<p>Excellent communication skills both orally and writing</p> <p>Excellent interpersonal skills</p> <p>Good photo and video skills</p> <p>Good IT skills</p> <p>Good Presentation skills</p> <p>Proactivity</p>



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	Ability to prioritise and plan effectively Creativity
Specific requirements	Communication of Joint Operational Programme Romania-Ukraine 2014-2020
Responsibilities	<p>Public relations Expert will have following responsibilities:</p> <ol style="list-style-type: none"> 1. To write press releases and prepare information for the media 2. To respond to information requests from the media 3. To work on the project website and social media network accounts: Facebook/Twiteer/Linkedin 4. To work on improving awareness about the objectives of the UNIV.E.R-U project and JOP Romania – Ukraine 2014-2020 programme among the target group and beneficiary population in order to attract a wide number of beneficiaries for the contact center/other activities 5. Organization of press and media conferences 6. Work on the project logo with the designed contracted company 7. To work on the design and supervize the production of all promotional materials of the project 8. Organization of the cross-border conference 9. To keep the project diary and the preparation of the “telling the project’s story” 10. Supervising and giving information on the project website update 11. Making professional photos and videos to the project events for the project portfolio (as the JOP RO-UA 2014-2020 requirements 12. Other responsibilities established as case may be. <p>Each PR Expert has to cooperate with its omologue from the partner project team.</p> <p>The LB PR Expert will gather and prepare the final communication reports/diary/concepts/deliverables/etc.</p>

Acknowledged,
Name / surname

Approved,
Name / surname / function

Signature,

Signature,

Date,

Date,