



TERMS OF REFERENCE

Communication expert

GENERAL TASKS AND EXPECTED OUTCOMES

Task description	Expected outcome
Managing & updating the social media channels of NPiY Partnership (Instagram & LinkedIn) and engaging the community around them	<ul style="list-style-type: none"> • Tailored visuals for the two channels; • An average of 2 content pieces per week when there are no events; • Daily new content during residential events/online meetings; • Communication calendar/plan.
Creating/Curating content and visuals relevant to each communication channel - based on stock images or visuals created during NPiY events.	<ul style="list-style-type: none"> • Identifying & personalising photos using the visual identity of NPiY; • Creating short videos without needing professional equipment to promote events/publications/testimonials; • Creating small infographics based on existing outcomes; • Materials/content gathered from NPiY partners (info about their events/publications/resources); • Identifying new relevant content (eg. other resources/open calls) to be shared on the social media channels, aligned with the goals of NPiY.
Creating articles to promote activities and disseminate results/outputs of activities. Main channel where articles will be published: www.participationpool.eu	<ul style="list-style-type: none"> • Articles when launching an open call (for participants; for collecting practices; for selecting experts); • Articles when launching a new publication/report. • Follow-up articles after events.
Collecting testimonials from NPiY partners, coordinator, participants etc., in order to create relevant content for NPiY.	<ul style="list-style-type: none"> • Testimonials collected during events or online meetings and integrated into communication products (eg. social media video/carousel/short stories). • Reaching out to participants/partners (online) to get their testimonials.



<p>Working with NPiY coordinator and other service providers to decide on the visuals/designs of various publications. Ensuring the NPiY visuals are correctly used and the materials have a friendly design for the intended audience.</p>	<ul style="list-style-type: none"> • Input/feedback on designs/visuals created by other providers for NPiY publications/materials.
<p>Outreach to other relevant organisations/institutions to promote the results & outcomes of NPiY activities & publications.</p>	<ul style="list-style-type: none"> • Updated list of partners/channels that could increase NPiY's outreach. • Tailored communication & content delivered to the respective partners. • Content cross-shared on other platforms; newsletters etc.
<p>Working with NPiY coordinator and partners to identify the best strategies to promote the NPiY activities.</p>	<ul style="list-style-type: none"> • Joining occasional online planning meetings; • Guiding NPiY partners on what is needed to collect images/videos/testimonials during the event; • Staying in touch with NPiY partners (or other experts contracted for photos/videos) to get access to visuals and use them in social media communication.
<p>Advising NPiY coordinator on new approaches and bringing new ideas to support NPiY visibility and online outreach.</p>	<ul style="list-style-type: none"> • Occasional meetings & exchanges between the NPiY coordinator & communication expert.
<p>Updating the NPiY coordinator & Partners on work done, especially when starting the promotion of NPiY activities/outcomes.</p>	<ul style="list-style-type: none"> • 1 Initial communication and workplan for the duration of the contract; • Update via emails; • Links to the content created and tailored visuals that could be reused by NPiY partners. • 1 final report, addressing the achievements according to the workplan.
<p>Organising its own work and visuals created.</p>	<ul style="list-style-type: none"> • Updated NPiY shared folders
<p>Other tasks agreed upon in advance between the communication expert & NPiY coordinator.</p>	<p>TBD.</p>



Specific Tasks for 2024-2025

Task	Outcome	Timeline
Drafting a detailed article to present NPiY, based on the concept note and other materials available. To be published on www.participationpool.eu	1 Article published - Content & visuals created by the expert	September - December 2024
Drafting and editing NPiY report: a summary of the outcomes & activities implemented during the past 3 years). Raw content will be provided by NPiY coordinator.	1 Report published - Content & visuals created by the expert	September-October 2024.
Creating a strategy & small online campaigns to promote the outcomes of 2 Research publications. Includes outreach to new online channels/other relevant organisations/institutions to promote the outcomes.	2 online campaigns run through the NPiY social media channels & other partners/channels to promote the outcomes of the research publications.	November 2024-March 2025
Support for the NPiY activity "Online challenge - youth participation projects". - Promoting the activity during its implementation - Supporting participants to communicate online about their activity within the Challenge	Creating visuals to support the promotion of the activity; Creating visuals to support participants during their activity (templates & ideas on how to create & share content)	December 2024-February 2025
Supporting the NPiY Cross-sectoral Forum on Youth Participation, 2nd edition. More info can be found about the 1st edition here & here .	Creating visuals to support the launch of the Forum; announcing speakers & panels. Supporting the preparation of visuals during the event. Joining the event in person (*additionally NPiY will cover expenses related to travel, accommodation, meals).	February-May 2025
<p>NB. This is a list of selected specific tasks, not an exhaustive one for all events & tasks in which the expert will be involved.</p> <p>All main activities of NPiY can be found at the attached link.</p>		



APPLICATION & SELECTION PROCEDURE

Please send your application, by 17 September 2024, to the New Power in Youth Coordinator (Veronica STEFAN, veronica.stefan@harno.ee). The application consists of:

1. An updated CV;
2. A portfolio with relevant materials (all are required)
 - Minimum 5 articles/reports/publications authored and/or edited by the expert in the past 3 years - out of which minimum 2 should be in English. Portfolio should include links/pdf/print-screens to the articles/publications (materials that require paid access or that are protected by confidentiality will not be taken into account).
 - References to online social media accounts previously managed. Portfolio should include links to minimum 2 social media channels managed by the expert (of the same organisation/project or different ones).
 - References to online communication campaigns - minimum 2 campaigns run through any social media channel/website. Portfolio should include print-screens and short description about the campaigns (eg. campaign to promote an event/publication/organisation etc.).
 - Sample of 3 videos created by the expert (there are no specific requirements of the format, content or length).
 - Sample of any other created materials in the past projects (eg. infographics; posters; websites etc.)
3. A motivation letter that includes (all sections are mandatory):
 - Description of skills and experience connected to the required tasks (general & specific) and the required profile.
 - Description and experience in working with the youth/educational sector, the topic of democratic participation, and, if applicable, with National Agencies for E+/ESC.
4. Creative task: In early 2024, NPIY [published three stories](#) on how National Agencies for Erasmus+/ESC directly engage young people. Read the stories and include in a document (1-2 pages) a short communication strategy around them - describe what kind of content you would create to promote the articles, what kind of visuals, quotes or messages you would showcase.
5. Please mention if you are submitting the application as a registered company (if so, provide the following details: name, country of registration, address, VAT no.) or individual.

The selection will be conducted by the Estonian NA staff and experts based on the submitted documents. The evaluation committee will select the successful candidate based on the presented CV & portfolio (40%), motivation letter (40%) and creative task (20%). Shortlisted candidates can be invited for an interview before the final selection.

Candidates will be informed about the selection results by 27 September 2024.

CONTRACTUAL CONDITIONS

The expert is expected to start work on 30 September 2024 and continue the work until the end of June 2025 (9 months). The maximum amount for all the tasks included above is 12000 euros, including all taxes - special conditions might apply according to the Estonian Law depending on the status of the applicant (eg. company or private person).

The contract will be paid in maximum 4 instalments, with last payment in July 2025.

The expert is responsible for 1) having an active health insurance for the entire duration of the contract; 2) paying all taxes at the national level (the country of fiscal residence).

N.B. Candidates are expected to submit a detailed application within the mentioned deadline. Failure to include all required details will lead to the exclusion of the application. NPiY team will not send reminders or ask for missing documents, in case the applicant does not include a complete documentation.

New Power in Youth Strategic Partnership and Estonian NA are an inclusive employer; we encourage applications from professionals with all kinds of different perspectives, experiences and backgrounds.