

**TERMS OF REFERENCE**  
**THE IMPROVEMENT OF COMMUNICATION MECHANISM AND BRANDING OF DOMOVIK**

**Document published on 4<sup>th</sup> October 2023**

**Duration of Assignment:**

Maximum 6,5 working days with the preferred start on October 16<sup>th</sup> 2023.

**1. BACKGROUND**

NGO Domovik from Mitrovica North was established in 2010. During these years, NGO Domovik was fully operational, working on implementation of many projects. By orientation NGO Domovik is profiled as one that provides activities concerning the psychosocial and physical health, social and legal protection and education of children, youth and members of vulnerable groups, and as an organization that seeks to help people in understanding the factors that affect their life quality.

The consultancy agreement will be focused on the improvement of communication mechanism and branding of Domovik; the revision of the communication modes existing in Domovik, related to both internal and external communication; the update of the communication strategy and production of social media summary report. The updated communication plan ensures that the information reaches target audience, while providing periodical summary reports on social media statistic data helps optimizing resources needed for digital marketing.

**2. OBJECTIVE AND SCOPE**

The process of improving communication mechanism and branding of Domovik should cover following objectives:

1. Revision of the communication modes existing in Domovik, related to both internal and external communication:
  - Desk research of Domovik's current communication strategy and other related documentation and policies.
2. The update of the communication plan template, communication tool, with focus on social media:
  - The update of the communication plan template, and communication tool, based on desk research and inputs from Domovik staff, in line with Domovik's Strategic plan and Action plan.
  - Development of social media summary reports template.
  - A guidance workshop with Domovik's staff to present the new communication plan template, tool and social media summary reports template.

It should be emphasized that all relevant documents, available at NGO Domovik, will be provided upon request of external expert/consultant/consulting company.

**3. ROLES AND RESPONSIBILITIES**

**3.1 External expert/consultant/consulting company:**

The external expert/consultant/consulting company will be responsible for:

- To conduct a desk research of the current Domovik's communication strategy and other related documentation;
- The update of communication plan and tool, based on the desk research and inputs from Domovik staff;
- The update of Advocacy Plan
- Development of social media summary reports template.
- Conduct a workshop with Domovik staff to present the new communication plan, tool and social media summary reports template.

### 3.2 Domovik:

Domovik will have the responsibility for the overall management of the consultancy, and this will include the following:

- Reviewing and approving the proposed draft documents and workshop agenda
- Providing inputs and comments on the draft versions of communication plan, tool and social media summary reports template
- Ensuring that Domovik management staff provide all necessary documentation
- Supporting external expert/consultant/consulting company in workshop facilitation
- Monitoring the delivery of milestones

### 4. KEY DELIVERABLES

- Communication plan and tool
- Advocacy plan
- Social media summary reports template

### 5. DURATION AND TIMEFRAME

The duration of the assignment should be within the timeframe of 2 months, preferable throughout the period starting from the 16<sup>th</sup> October 2023 (maximum 6,5 working days).

### 6. QUALIFICATIONS AND COMPETENCIES OF EXTERNAL EXPERT/CONSULTANT/CONSULTING COMPANY

- A minimum of five (5) years' experience in working with Civil society, public institution;
- Advanced degree in communication, general management, social sciences, humanities or related discipline;
- A minimum of five (5) years' experience in media and communication;
- Excellent analytical, oral and written communication skills in Serbian and English;
- Strong facilitation skills and ability to lead a plenary and document simultaneous;
- Strong interpersonal skills and the ability to communicate and work well with diverse people.

### 7. APPLICATION PROCEDURE

Applications must be sent English or Serbian and entail the following:

- Expression of Interest and availability;
- CV
- Expected remuneration, in the form of gross fee

### 8. Zero tolerance on Sexual exploitation and abuse

Domovik applies zero tolerance on Sexual exploitation and abuse. It is, therefore, required that the interested candidates read and understand the *Anti-harassment, intimidation, and bullying policy* and *Child Safeguarding Policy*. The policies are available in Programmes/Policies section of <https://domovik.org/> web site, or through links: [https://domovik.org/wp-content/uploads/2023/02/NGO-domovik-politika-protiv-zlostavljanja-zastrasivanja-i-uznemiravanja\\_2022.pdf](https://domovik.org/wp-content/uploads/2023/02/NGO-domovik-politika-protiv-zlostavljanja-zastrasivanja-i-uznemiravanja_2022.pdf); and [https://domovik.org/wp-content/uploads/2023/02/Politika-za-zastitu-deteta\\_2022.pdf](https://domovik.org/wp-content/uploads/2023/02/Politika-za-zastitu-deteta_2022.pdf)

Expression of Interest clearly named as “The Improvement of Communication Mechanism and Branding of Domovik” can be submitted at email address [office@domovik.org](mailto:office@domovik.org) or as a hard copy at the address Sutjeska bb, L1, Mitrovica North, before **11<sup>th</sup> October 2023, 16:00** hours local time. Only short-listed candidates will be contacted.