

**REPUBLIC OF CROATIA**  
**MINISTRY OF SCIENCE, EDUCATION AND YOUTH**  
Donje Svetice 38, Zagreb 10000, Croatia

**DIGITAL, INNOVATION, AND GREEN TECHNOLOGY (DIGIT)**  
**9558-HR**

**TERMS OF REFERENCE FOR CONSULTANCY SERVICES**

**PR EXPERT**

**1. Background**

The Government of Croatia and the International Bank for Reconstruction and Development (IBRD) have signed the Loan Agreement (Loan No. 9558-HR) for the Digital, Innovation, and Green Technology Project (Project) in the amount of EUR 106 million. The Project seeks to advance research and innovation with a digital and green focus through enhancing institutional infrastructure and research performance of research organizations and firms. The Project is managed by the Ministry of Science, Education and Youth (MSEY) of the Republic of Croatia.

The Project comprises two components over a duration of 5 years. Component 1 (*Enabling institutional conditions for digital and green research and innovation*) provides technical assistance and financing to strengthen institutional capacities and support the efficient use of EU funds. Component 2 (Programs for digital and green research and innovation) provides sub-financing to cover the gaps in EU funding and improve the targeting of research and innovation support to digital and green technology.

**2. Objectives**

The main objective of these Terms of Reference is to strengthen MSEY's capacity for public relations and communications matters.

The PR Expert shall be hired as an extended member of the Project Implementation Unit, and shall provide assistance on as needed basis.

**3. Scope of Work**

The PR Expert shall undertake the following tasks in the field of science; research development and innovation:

- Content Creation: writing press releases and articles for publication;
- Developing and monitoring website/social networks content for the MSEY;
- Monitoring media content of key stakeholders;
- Securing media coverage on MSEY programs, projects and activities;
- Press clipping: tracking media coverage and analyzing its impact;

- Providing assistance in organization and execution of events, such as conferences, workshops etc.;
- Providing regular reports on PR activities, outcomes, and recommendations.

#### **4. Deliverables**

The PR Expert shall work under the supervision of the Project Manager. He/she shall be responsible for:

- Time sheets - A daily record of work submitted in a monthly report;
- Monthly work plan - An outline of planned activities for the next reporting period, submitted on the first working day of the month;
- Monthly progress report - A summary of work completed during the reporting period, submitted on the first working day of the month.

#### **5. Qualifications and Experience Required**

The PR Expert shall have the following qualifications:

- At least a 6<sup>th</sup> degree of education according to Croatian qualification framework (180 ECTS points) in Social sciences: Communications, Journalism, Marketing, or related field;
- Excellent communication and interpersonal skills;
- Excellent analytical skills;
- Excellent writing skills and fluency in English and Croatian language.

Candidates with working experience will have an advantage.

#### **6. Data, Information, facilities and services to be provided by the Client.**

The PR Expert, as an extended member of the PIU, shall have access to necessary information, resources, documentation, administrative and other support, including support of other Team members in order to ensure the due performance of his/her tasks, responsibilities and duties.

#### **7. Duration of the Contract**

The PR Expert will be hired under a retainer (time-based) contract for a period not to exceed a total of 60 working days, with possible extensions until the end of the Project (presumably December 29, 2028), depending on business needs and subject to a satisfactory performance.

One working day consists of eight (8) working hours a day.