

USAID Kosovo Compete Activity

JOB DESCRIPTION AND STATEMENT OF WORK

USAID Compete Activity is a five year, \$16.4M project which aims to facilitate the private sector's improved competitiveness in local, regional and global markets. USAID Compete Activity works to empower firms, organizations and institutions to improve market systems in key focus. USAID Compete Activity focuses in three key export-oriented sectors of wood processing, food processing and Information and Communications Technology, to sustainably increase their competitiveness. By working to address constraints across the market system of its focus sectors, USAID Compete seeks to enable scalable and systemic change to occur, stimulating job creation and growth and private sector increased ability to engage in local, regional and international markets. The expected results of USAID Compete Activity across all its three sectors are: 1) Market systems are strengthened to increase sector competitiveness; and 2) market actors within those market systems are more productive and competitive.

USAID Compete Activity is recruiting for the following position on the project:

Name of Position	Public Relations and Communications Specialist
General Responsibilities	<p>The Public Relations (PR) and Communications Specialist (hereinafter "Specialist") coordinates closely with the Strategic Communications Manager to identify, prepare and support PR and communication materials for USAID Compete, both internally and publicly, with a special focus on the Prefabricated Buildings/Modular Homes Subsector (hereinafter "Subsector"). The Specialist will design and deliver quality PR and communications campaigns to build the image of Subsector domestically and internationally. The Specialist will prepare a variety of PR and communications materials that promote the Subsector and Compete objectives and improve its outreach and effectiveness. In doing so, the Specialist will coordinate closely with the Modular Homes Subsector Lead. The Specialist will also work with the Strategic Communications Manager and the rest of the Compete team to organize various public events and coordinate media coverage of these events. An important part of the responsibilities of the Specialist will be to review various written documents and reports produced by Compete. The position also shares responsibility for ensuring compliance with USAID marking and branding policies and regulations.</p>
Specific Tasks and Responsibilities	<ul style="list-style-type: none"> • Prepare annual work plans for PR and communications and the subsequent development of implementing action plans. • Design and deliver quality PR and communications campaigns and activities to promote and build the image of the Modular Homes Subsector domestically and internationally. <ul style="list-style-type: none"> • This will be done in close coordination with Modular Homes Subsector Lead and Strategic Communications Manager, and will involve ongoing discussions with industry actors in the Subsector. • Coordinate media and public communications aspects of USAID Compete's and Subsector public events, including timely coordination of

	<p>VIP scheduling at appropriate events, agenda and timing, scene-setters, talking points, etc..</p> <ul style="list-style-type: none"> • Coordinate and contribute to the implementation of USAID Compete and Subsector events. • Produce a variety of PR and communication materials including success stories, press releases, media advisories, videos, brochures, leaflets, etc. • Prepare communications materials for social platforms such as but not limited to Facebook and LinkedIn. Administer USAID Compete’s social communications platforms. • Ensure USAID ’s adherence to USAID branding and marking requirements. • Ensure proper implementation and record-keeping for all PR and communications activities; • Prepare various reports as required. • In collaboration with project leadership and other team members, prepare high-quality project reports and deliverables, including weekly update reports, quarterly progress reports, annual reports, and annual project Work Plan (including substantive editing, proofreading, formatting, etc.). • Contribute to institutional and professional capacity-building in the areas of PR and communications of USAID Compete’s implementing partners.
Minimum Education Requirement	<ul style="list-style-type: none"> • Relevant university degree in a field related to public relations, communications, marketing, and/or journalism.
Minimum Professional Experience	<ul style="list-style-type: none"> • At least 3 years’ of relevant professional experience in public relations, communications, and/or marketing functions. USAID experience preferred. • Demonstrated experience in handling PR/communication/marketing functions including branding and marking requirements, managing events, and publications for public and private sector stakeholders. • Ability to design and deliver quality PR and communications campaigns. • Ability to produce high quality PR and communications materials. • Ability to organize and oversee the work of outside service providers and implementing partners. • Proven ability to work professionally, constructively and collaboratively as part of team, meet deadlines, communicate effectively, and deal with diverse partners in a challenging environment. • Strong writing skills and experience with reviewing reports in terms of proofreading, editing, and formatting. • Strong conceptual and communications skills in verbal presentations • Excellent knowledge of English and Albanian, and preferably in Serbian. • Word processing (Microsoft Word), spreadsheet (Microsoft Excel), e-mail (Microsoft Outlook), graphic design tools.
Period of Performance	October 2022 - August 2025

Level of Effort	100%, full-time (260 days per year)
Supervisor	Strategic Communications Manager
Supervisory role	The position may be required to manage relevant technical STTA as necessary

Application:

To apply, please submit your CV and cover letter to the following email: info@kosovocompete.org.

All submissions must be received by **Friday, September 16, 2022, close of business**. Only shortlisted candidates will be interviewed.