

## TERMS OF REFERENCE

### COMMUNICATION EXPERT

- A. Position:** Communication Expert
- B. Work place:** Bosnia and Herzegovina
- C. Reference on project:** “Curing the Unhealthy Health System in BiH”
- D. Duration of project:** December 2018 – November 2021
- E. Duration of mission and reporting:** Approximately 80 days

#### **F: BACKGROUND**

“Curing the Unhealthy Health System in Bosnia and Herzegovina” is a project implemented by Transparency international BiH (TI) and Centres for Civic Initiatives (CCI) with the support of the European Union.

Areas and points prone to risk of corruption will be identified through activities under Chapter 1 of the Project by monitoring the procedures in health care institutions while focusing on public procurement, conflict of interest, human resources management and financial management. Recommendations for improvement and systemic anti-corruption solutions and practices in the four listed key areas will be identified in at least 15 health care institutions in BiH. The process entails improvement of and contribution to internal legal documents of the health care institutions, as well as improvement in legislation through advocacy activities at state, entity, canton, and Brčko District level. At least 15 health care institutions are expected to develop their capacities in corruption prevention and fight against corruption through education sessions, exchange of knowledge and consultations.

Chapter 2 of the project includes development of electronic patients’ waiting list for health care services such as serious surgical operations and examinations for which the waiting period is the longest. A legal document supported by a software solution, will be developed to ensure more transparent waiting lists and their possible implementation in the health care institutions. The aforementioned waiting lists will be implemented in one health care institution, and software’s implementation will be offered to other health care institutions in BiH. Making the waiting lists open to public will ensure the highest level of transparency, thus circumventing the possibility of discretion in setting and changing the order of patients on the waiting list, narrowing the space for possible abuses.

The Chapter 3 of the Project envisages improvement of competences and activism of the civil society organisations, including the media, in fighting corruption in the health care. Taking into account that the local CSOs and media will be involved in improving anti-corruption measures in the health care institutions, 10 grants will be distributed to the CSOs and media for public campaigns and investigative stories at the local level. Furthermore, the capacities of the CSOs’ representatives will be strengthened and an informal Coalition of the civil society organisations established – Anti-Corruption Monitoring and Advocacy Coalition (MAACC). The objective is to strengthen the capacities of the civil society sector in influencing local and regional health care institutions, as well as the decision makers, by engaging and constructively participating in creation, adoption and implementation of new anti-corruption policies.

## **G: OBJECTIVE OF THE PROJECT**

The overall objective of the Action is to contribute to reducing corruption in the health sector in BiH through CSOs engagement in policy formulation, decision making and supporting public healthcare institutions in providing a more quality and efficient healthcare services to citizens. The objective will be achieved by improving transparency, accountability and integrity of 15 healthcare institutions in BiH through systemic solutions in key corruption risk areas (public procurement, conflict of interest, human resources management and financial management); increasing efficiency and transparency of healthcare services by developing a model of transparent patients' waiting lists, and increasing the relevance of CSOs and media in the fight against corruption in the health sector in BiH.

The Action will improve the situation of the target groups and final beneficiaries in the following way:

- 1) Governments, competent ministries and parliaments of entities and Brčko District (BD) by providing them with thorough and extensive research on corruption risks in the health sector and development of specific evidence-based policy proposals for amendments to legislation in key corruption risk areas in health sector in BiH
- 2) Health Insurance Funds (HIF) by preparing draft rulebooks on procedures regarding the transparency of waiting lists and employment procedures in healthcare institutions
- 3) 15 healthcare institutions in both entities and BD, by strengthening their capacities in prevention of corruption and providing them with systemic solutions in key corruption risk areas of public procurement, conflict of interest, human resources management and financial management.

## **H: SCOPE OF WORK**

The Communication Expert will be responsible for all public information activities under this contract. S/he will contribute to the effective implementation of the communication plan under this contract, together with the project team consisting of Programme manager, Project coordinator, Project manager and PR coordinator.

Communication Expert will assist the Project Team in creating communication strategies and promotional activities and ensure that they are part of an overall concerted programmatic approach. S/he will help to communicate appealing messages in the course of public campaign.

Having previous knowledge of and experience with media in BiH, as well as the political and economic affairs and civil society organisations, s/he will identify and suggest target groups and list of participants for public events. S/he must be able to carry out the promotional and informative aspects of the initiative and enable media coverage of the project activities and results.

## TASKS AND DELIVERABLES

Tasks	Specific Deliverables
<ul style="list-style-type: none"> <li>✓ Develop and review project communication plan</li> <li>✓ Define strategic communication approach</li> <li>✓ Supervise creative works</li> <li>✓ Draft and design media advisories, press releases and promotional materials</li> <li>✓ Coordinate and supervise communication/ media/promotional activities</li> <li>✓ Work with journalists and media community</li> </ul>	<ul style="list-style-type: none"> <li>Communication and media plan</li> <li>Creative communication messages and materials</li> <li>Number of press releases and media advisories</li> <li>Number of journalists' meet ups</li> </ul>

More precisely, the communication expert will be hired to develop/disseminate advanced media contents and to ensure high media coverage under the following activities:

- Development and annual review of the communication and advocacy plan for the project "Curing the Unhealthy Health System in BiH"
- Designing strategic communication approaches and the key messages for the target groups, in consultation with TI BiH and CCI
- Develop and manage social media activity - advisory role in development of FB and Twitter page of the project (making proposals on design and content concept of the social networks, formulation of messages, and creation of posts and other online contents;
- Organizing press conferences and support organization of other communications events (conference to present the findings of the baseline report; two annual conferences to present the progress reports; two regional roundtable discussions; final promotional conference; two public workshops; etc) and preparing all needed communication materials (press releases, promotion material etc)
- Participate in the design of promotional materials, brochures, posters, infographics and documentary movies;
- Preparation and realisation of 2 promotional media info campaigns on initiatives to amend the entity and cantonal legislation that aim to prevent corruption in the health care sector
- Design of activities in order to launch and promote transparent waiting lists
- Ensure visibility of the Monitoring&Advocacy Anti-Corruption Coalition (MAACC) initiatives through the project communication channels and PR activities
- Promotion of 5 investigative stories on corruption in the health care;
- Developing Press releases and arranging for media appearances;
- Provision of technical and consultative assistance in inviting the media to attend the project events;
- Perform any other tasks as asked by Project manager

## I. COPYRIGHTS

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## **J: REPORTING**

The Expert shall draw up reports and documents in accordance with the scope of the ToR and agreement with the Project Manager. S/he will present her/his time sheets to the Project Manager. All the reports shall be elaborated in English language.

## **K: Value of the bid and payment**

The value of the bid must not exceed 16,000 Euros, in Gross. The contracting entity (TI BiH) is required to pay tax and related fees on the value of the bid. Payment for services will be executed upon completion of all contracted tasks on a quarterly basis, and after the confirmation of the Project Manager that all mentioned segments of the service have been delivered successfully. This ToR forms an integral part of the contract and the Contract will specify the monetary value of the employment.

## **L: QUALIFICATIONS OF THE EXPERT**

### **General professional experience:**

- At least 7 years of experience in public relations;

### **Specific professional experience:**

- Experience in developing organisational and project communication strategies and plans
- Experience in content development for the mainstream and online media
- Experience in organisation of press events and conferences
- Experience in organisation of media campaigns
- Supervision of media placement, audio and video production,
- Knowledge of the Bosnia and Herzegovina political scene, economic scene, media and civil organisations;
- Experience in creation and management of databases;
- Experience in cooperating with civil society organisations

### **Qualifications and skills:**

- Bachelor's degree (where a degree has been awarded on completion of 3 years of study at a university or equivalent institution);
- Experience in EU funded projects will be an asset;
- Excellent communication and organisation skills;
- Excellent command of spoken and written English;
- Excellent knowledge of local language;
- Proven good customer care skills;
- Good computer skills (Excel);

## **F. Method of submission and deadline**

All interested applicants must submit the following documents no later than the **February 7th 2019, 4 pm.**

### ➤ **Technical application**

- Copy of bachelor's degree (where a degree has been awarded on completion of 3 years of study in a university or equivalent institution);

- CV including the list of references, work experiences or delivered consultations that verify the qualifications listed under the point “L” of the ToR.

➤ **Financial bid**

- Financial bid must be in line with the point “K” of the ToR, noting that all assignments listed under the point “H” of the ToR are taken into account.
- Prices must be expressed as fixed amounts in EUR currency, must include all additional costs necessary to fulfill the tasks of the contract, and are not negotiable. The costs incurred during the preparation and delivery of the bids are borne by the bidders and cannot be charged.

The bid (combined technical and financial) is to be submitted by e-mail to **Transparency International in Bosnia and Herzegovina**, at **info@ti-bih.org** (Subject: Application for the position of a Communication Expert).