

Marketing and Communication Specialist

Employer: Regional Development Agency 2-Tirana (RDA2)
Location: Tirana
Status: Full Time
Reference: 1.1.1.6
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Background

Marketing and Communication Specialist position is part of a two-year EU funded project supporting the development of the Agriculture in Debar and Peshkopi as a driver to economic growth for both countries. The project is implemented by a regional partnership with Regional Development Agency 2-Tirana and Debar Municipality as a partners and Creative Business Solution as the lead partner. The project aims to strengthening the Agriculture SME's productive capacities and access to market, incentivize investments in modern technologies and increase of exports. As part of its interventions, the project will develop a cluster of agribusinesses in the cross border area that will be empowered through three components: **(i)** Certification of Agriculture Products and Provision of Tailored Trainings to enhance awareness on the importance of certifications; **(ii)** Preparation of accurate Application Packages for EU and other grant programs combined with capacity building trainings to increase funds absorption capacities; **(iii)** Integrated Consultancy Services for Marketing Strategies including branding, labelling and digital marketing.

General Scope of the Position

Marketing and Communication Specialist will be responsible for Public Relations (PR) and communication of project's key achievements, preparation and development of project publicity instruments and dissemination plan. He/ she will be responsible for development and maintenance of social media content and visibility techniques strengthening project visibility presence by providing creative and continuous content to the social project media account. The position acts as liaison or primary point of contact for internal and external issues related to the project and provides support with the preparation of communications among the partners and correspondence with EU Delegation. Additionally, he/she supports the organization with data collection analyzing project activities, responsible for assembling input, synthesizing the indicators from various data elements and prepare draft interim narrative reports. The candidate must be able to work under sensitive deadlines and handle a wide variety of activities. The ideal person must be energetic, well-organized and creative, should have strong knowledge and understanding of the digital media, strong written and verbal communication skills, and good at absorbing information quickly. This position reports to the Project Coordinator of the related project.

Duties and Responsibilities

- Works closely and effectively with the Project Coordinator and RDA General Director in keeping them well informed of upcoming Marketing and Communication commitments and responsibilities;
- Design PR and communication strategy of project's key achievements; Design dissemination plan on social media channels;
- Responsible for developing and maintaining the content of the online social media project accounts, ensuring consistent high quality and good inclusive writing;



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- Ensure consistency and quality of messages across multiple networks and partners; maintains constant and efficient communication with EU Delegation;
- Writes relevant stories and provides agro-business related content to social media accounts and links with project's activities and events;
- Designs and ensures proper coordination of project events enacting the EU Communication and Visibility Manual for European Union External Actions; following through the project events to successful completion;
- Effectively coordinates with external providers for production of technical promotional materials and visibility tools/actions ensuring on-time delivery;
- Draft and edit interim narrative and data indicators reports as needed; key indicators and other tools to diagnose the project progress;

Skills and Qualifications

- Advanced University degree in Media, Communication or equivalent background;
- Minimum of 5 years of progressively professional experience in journalism or equivalent with written communication projects and managing complex tasks;
- Experience in design and development of diverse marketing strategies and able to prove the efficiency of the implementation of the dissemination plan;
- Strong knowledge and understanding of the digital media landscape, including various social media channels;
- Ability to multitask, to write professionally and create original content for online dissemination;
- Excellent interpersonal relationship and coordination skills; creative and flexible;
- Working experience with PR and/or projects reporting is a strong advantage;
- Advanced command of English skills both in writing and speaking

How to Apply

Qualified and interested applicants should submit by e-mail at info@rda2tirana.org.al a current resume accompanied by a cover letter, no later than **January 11, 2018** by including "Marketing and Communication Specialist - IPA CBC Project" in the subject line.

About RDA2

Regional Development Agencies are the new institutions deriving from the territorial reform reporting directly to the Albanian Prime Minister. RDA2 Tirana has the role of expert institution for the implementation and achievement of development policy objectives for Tirana Region (Tirane, Durres, Diber). It contributes to harmonization and integration of economic, social and environmental factors for an equitable development through: (i) Encouragement of a much broader pattern of cooperation; (ii) Establishment of public-private partnerships of common development interest; and (iii) Establishment of inter-local, inter-regional and cross-border networks. It aims at establishing partnerships with diverse stakeholders and aligning Albania's Regional Development policy with the Regional policy of the European Union. The objective is to fully use the potentials of all territories and available resources, including EU pre-accession and post-accession funds.



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