

Support to Food Safety, Veterinary, and Phytosanitary Standards, Albania
(Contract: 2018/403-625)

Local Communications Specialist

Employer:	CBS Creative Business Solutions
Location:	Tirana
Type:	Fulltime
Expected Duration:	45 months
Ref. number	1.1.1.4

Background

The Communications Specialist will work as part of the implementation team for the 4-year European Union grant-funded project to support strengthened 'Food Safety, Veterinary and Phytosanitary' controls in Albania. The project is being implemented by an experienced international partnership led by the Food Safety Authority of Ireland (FSAI) and three Co-Applicants - the Irish Department (Ministry) of Agriculture, Food and the Marine (DAFM), the Finnish Food Safety Authority and the local partner Creative Business Solutions (CBS). The Overall Objective of the project is *'To establish institutional and administrative capacities in line with the overall public administration reform agenda to ensure improved protection of human, animal and plant health, support agri-food industry competitiveness, enhance environmental protection and facilitate progress towards EU accession.'* The project will work to achieve three major results within the food safety, veterinary and phytosanitary system in Albania: (i) Organisational reform and strengthened human resource development; (ii) Public awareness and communication regarding food safety; (iii) EU *Acquis* adoption and strengthened policy implementation capacity.

As the national registered entity within the FSAI-led grant partnership, the successful candidate will be employed by CBS under Albanian national employment legislation.

General Scope of the Position

The 'Communications Specialist' will play a key role in the successful delivery of Result 2: 'Public Awareness and Communication regarding Food Safety is strengthened'. Working in collaboration with other national and international experts on the FSVP team, the Communications Specialist will focus on understanding the current status of knowledge and awareness with regard to food safety, veterinary and phytosanitary matters amongst all key target groups from farmers through to food business operators, consumers and professionals working in the agri-food sector (public and private). The expert will collaborate with the Ministry of Agriculture and Rural Development, National Food Authority, the laboratories, consumer and producer organisations, representative bodies and other relevant parties to understand current communication activities, levels of knowledge and ongoing dialogue. Key themes, messages, channels and opportunities to facilitate enhanced dialogue will be identified. Specific communication activities to raise levels of awareness and knowledge regarding food safety and strengthened two-way information flows will be identified.

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Duties & Responsibilities

- Act as a key focal point in the design, planning and delivery of project activities in support of enhanced knowledge, communication and awareness in relation to food safety, phytosanitary and veterinary matters in Albania;
- Provide local knowledge and expertise with regard to key stakeholders, communication channels and appropriate communication activities to support successful delivery of knowledge-building, awareness and enhanced dialogue in relation to food safety;
- Plan and deliver communication training sessions and workshops with key project stakeholders;
- Work in conjunction with subject-matter experts and the design team to produce high quality, attractive and informative publications and web-content;
- Working on the establishment of advice lines, complaints procedures, technical and general publications, radio, TV and public events;
- Looking at opportunities to initiate National Food Days, enhanced engagement with young people and schools;
- Track, monitor and measure existing levels of knowledge and awareness, in conjunction with project-appointed survey team;
- Monitor press activity and events in relation to food safety, veterinary and phytosanitary matters in Albania and regionally;
- Remain up-to-date on project activities, participate in key events and ensure excellence in project planning and delivery;
- Plan and implement project communication and visibility actions;
- Attend Project Steering Committee meetings and available to report on communications progress;
- Assist the Team Leader in the preparation of project technical and administrative reports in relation to communications component.

Skills and Qualifications

- Advanced university degree in communications or equivalent experience in a professional communications environment;
- Experience in the development of communication strategies and campaigns;
- Strong networking capacity and the ability to understand and reach a diverse range of audience types;
- Ability to work convert technical subject-matter publications and legislation into language and format appropriate for target audience;
- Familiar with the process of working with designers, printers, editors on publications (one and offline);
- Ability to identify different target group and audience types, develop appropriate engagement strategy and monitor progress;
- Knowledge of media and communications landscape in Albania;
- Understanding and prior experience in agriculture and food industry in Albania is considered an advantage;
- Team player determined to get things right and able to work harmoniously with colleagues;

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- Highly professional, calm and courteous under pressure, diplomatic;
- Ability to work credibly and respectfully across senior experts, colleagues, senior government staff and leaders;
- Be willing to travel outside of Tirana in support of project activities;
- Highly proficient in Microsoft Office (Outlook, Word, Excel, and Power Point);
- Excellent command of English language both writing and speaking.

How to Apply

Interested applicants should submit a brief cover letter and a current resume before **22/02/2019** to info@cbs.al and include 'Local Communications Specialist' in the subject line. CBS recruits on an equal opportunities basis.

About Food Safety Authority of Ireland

The Food Safety Authority of Ireland (FSAI) was established under the Food Safety Authority of Ireland Act, 1998. This Act was enacted in July 1998 and came into effect on 1st January 1999. The principal function of the Food Safety Authority of Ireland is to protect consumers by leading a collaborative food safety community to continuously raise food standards and create a culture of excellence. The Authority is a statutory, independent and science-based body, dedicated to protecting public health and consumer interests in the area of food safety and hygiene. It comes under the aegis of the Minister for Health. (www.fsai.ie)

About Finnish Food Authority

The Finnish Food Authority works for the good of humans, animals and plants, supports the vitality of the agricultural sector, and develops and maintains information systems. The Authority operates under the Ministry of Agriculture and Forestry, and its head office is located in Seinäjoki. Authority employs almost one thousand experts and professionals in 20 locations. It promotes, monitors and studies the safety and quality of food; the health and wellbeing of animals; plant health; fertiliser products, animal feeds and plant protection products: (<https://www.ruokavirasto.fi/en/about-us/>)

About CBS

Creative Business Solutions (CBS) is a business consulting and project implementation organization. It implements development projects in Albania with a spill-over effect in the Western Balkans. CBS has established expertise in Agriculture, Access to Finance, Technology, Green Energy and Tourism etc. It employs more than 35 professionals through a head-office in Tirana and four local branches covering all geographic areas of Albania. CBS partners with international donors including USAID, Sweden, EU, and other international partners. (www.cbs.al)

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