



Funded by
the European Union

Promoting comprehensive human rights- based
concept of freedom of expression in BiH
Freedom of Expression HUB

Call for proposal

Terms of Reference: Communication specialist

About the project

The project "Freedom of Expression Hub" promotes a comprehensive, human-rights based understanding of freedom of expression that creates trust in democratic institutions and empowers civil society (youth in particular) to understand and promote the right to freedom of expression but also its limitations through partnership with media professionals and representatives of the judiciary/institutions. It also capacitates media professionals to address misinformation, hate speech, misogyny, and defamation. The right to freedom of expression (henceforth FoE) is declared in **Article 19 of the Universal Declaration of Human Rights and enshrined in several international and regional human rights instruments**. It is a fundamental pillar of any democratic society and plays a crucial role in safeguarding individual rights, promoting social progress, and ensuring the healthy functioning of democratic institutions. FoE empowers individuals, fosters accountability and transparency. However, **freedom of expression must** not be abused or exploited in ways that cause harm, spread misinformation, incite violence, or infringe upon the rights of others. The abuse of FoE has significant negative consequences for individuals, communities, and society. States may restrict the right to FoE under very limited circumstances. Criminalizing defamation and blasphemy laws are unlawful restrictions to freedom of expression.

*The **Overall objective** of the project is to contribute to a comprehensive, human- rights based understanding of freedom of expression that creates trust in democratic institutions.*

***Specific Objective 1** is to support and empower civil society (youth and youth CSOs) in BiH to understand and promote the right to freedom of expression and its limitations through partnership with media professionals and representatives of the judiciary; and*

***Specific Objective 2** is to create a knowledge-based hub and develop capacities of youth and media professionals to address misinformation, hate speech, misogyny, and defamation.*

Call

Ja bih u EU is currently seeking for a Communication specialist who will assist the Action Team to create an effective communication strategy and a targeted marketing plan that will ensure values and objectives of the Action. Experience in work with content developers and designers, orientation



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to details and time management skills are crucial. Minimum requirement of C2 level proficiency in English is required.

Scope of work

The Communication specialist will be asked to carry out following tasks:

- Develop a communication plan that encompasses the creation of a media plan aligned with the schedule for activity implementation.
- Set up communication guidelines, including strategies for production and placement.
- Oversee media monitoring and evaluate the impact of communication efforts.
- Monitor compliance with EU Communication and Visibility guidelines.
- Strive to ensure media coverage for the activities.

The engagement will spread over a period of 34 months, with work being undertaken on an as-needed basis.

Qualifications and skills:

General professional experience:

- ✓ At least 7 years of experience in the field of communication, outreach programs and public campaign, work relevant to the objectives of the position.

Specific requirements:

- Experience in developing and implementing communication plans, with a minimum of 5 projects completed in this field.
- Proficiency in digital marketing and social media platforms, with a minimum of 3 projects completed.
- Experience in work with content developers and designers on at least 2 projects.
- Exceptional command of spoken and written English; a minimum requirement of C2 level proficiency.

Open positions

1 (one)



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Workplace

Bosnia and Herzegovina

Note:

All the documents produced must satisfy European Union visibility requirements including European Union logo, information on funding as well as disclaimers.

Intellectual Property

All deliverables produced during the assignment, including educational module content, shall be the property of the European Union.

Selection criteria:

The applicant companies or individuals are required to provide their CV, portfolio of relevant work and budget proposal. The evaluation will be made based on the consultant's qualifications, relevance of past experience and budget considerations.

The applications need to be submitted by email: info@jabiheu.ba, or directly to JaBiHEU, Ćumurija 2, Sarajevo, no later than 29 March, 2024.