TERMS OF REFERENCE
Outreach Lead

Background

Digitalization is increasingly becoming the backbone of any and all functional restructuring in the public sector, an objective driver of change management and a precondition for transformative development. Going digital, being a horizontal measure, is also accelerating the attainment of Sustainable Development Goals (SDGs). While it directly falls under SDG 16, e-governance is contributing to building stronger institutions – effective, accountable and transparent – at all levels.

The Government of Serbia, elected in June 2017, has heavily prioritized digital transformation of the national economy and state administration. The Prime Minister's Keynote Address before the Parliament stressed digitalization and education as the most important catalysts of innovations, competitiveness and growth for Serbia in the coming years. It also stressed the need for a rapid digitalization of public administration and provision of integrated, secure and citizen-focused electronic services. This political support has materialized in August 2017, when the new Government formed the Office for IT and e-Government (OITeG) and appointed the Prime Minister as head of the Council for Innovative Entrepreneurship and Information Technologies (IT Council).

In addition, the Government of Serbia has requested assistance of the World Bank in supporting the reform efforts, through a loan. To this effect, the World Bank has initiated the development of the Enabling Digital Governance Project (EDGE).

Objectives of the Project

The project, aims at contributing to development of the digitalization in Serbia, through implementation of the following components:

Component 1: Foundations for Digital Service Delivery
The objective of this component is to establish the necessary cross-cutting foundations to support the use of ICTs in the provision of public services to citizens, and businesses, including inter alia, regulations, standards, and digital infrastructure.

Component 2. Transforming Services for Citizens and Businesses
The objective of this component is to support re-engineering, digitalization, and piloting of selected administrative e-services. It will support improvements in back-office processes to reduce administrative burdens and increase efficiency of administrative service delivery to citizens and businesses.

Component 3. Change Management and Institutional Strengthening
Activities under this component will focus on transforming the provision of administrative services to citizens and businesses, which will result in the change of the way public servants do their work as well as the way citizens and businesses interact with the administration. The key result of this component is enhanced capacity for project management and institutional coordination to achieve project results. This component will include strategies to help all understand, commit and implement change.

For the purposes of effectively managing and coordinating EDGe and future projects with IFI financing, the Project Implementation Unit (PIU) has been founded at the OITeG.

Scope of Work – Outreach Lead

The scope of work of the Outreach Lead shall include, but not be limited to the following:

- Identify and classify the stakeholders relevant to the implementation of the Project;
- Support maintaining communication channels between the OITEG and relevant stakeholders within the public administration and GoS;
- Coordinate joint efforts of the identified stakeholders (relevant GoS institutions and other local partners of the OITEG) in supporting implementation of the Project activities;
- Provide support in designing and implementing outreach and information campaigns, on an internal and external level and among governmental institutions;
- Coordinate and monitor the work of consultants and vendors contracted for Change Management and Capacity Building activities within the Project, as well as other activities associated with these contraacts;
- Support organization of Change Management and Capacity Building workshops and other events within the project;
- Support positioning of the OITEG in the context of the latest Public Reform Strategy;
- Ensure proper Project visibility among the GoS institutions;
- Take part in planning and budgeting of outreach activities on the project;
- Perform other outreach -related duties as required by the PIU Project Manager.

Reporting requirements

The Consultant will report to the Project Manager.

Profile of the Outreach Lead

The Outreach Lead should possess:

- At least bachelor's degree (180 ECTS) in economics, business administration, social sciences or other related fields;
- At least 15 years of general work experience.
- At least 3 years of professional experience in working within or for the government/public institutions;
- At least 5 years of professional experience in working on capacity building activities. Provision of capacity building services to government/public employees would be considered as an asset.
- Group facilitation skills are highly desired.
- Experience working on or leading stakeholder engagement on public sector reforms which include government and non-governmental stakeholders.
- Knowledge of government/public institutional setup. Able to conduct letters for intersectoral communication.
- Proficiency in using computers and office software;
- Ability to function within a team, deliver when working under pressure and within changing circumstances;
- Strong writing/reporting and presentation skills;

- Strong interpersonal, networking and team building skills.
- Excellent knowledge of written and spoken Serbian and English.

Length of assignment

The Consultant shall provide full time services for the life of the project, i.e. until June 30, 2024, with a probationary period of six (6) months.

Facilities to be provided to the Consultant

OITeG will provide the Consultant with suitable office space and office equipment (PC, telephone, internet connection, etc.) and access to office services as required.

Confidentiality

The Consultant undertakes to maintain confidentiality on all information that is not in the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment.

Selection of Consultant

A Consultant will be selected in accordance with the Open Competitive Selection of Individual Consultants as set out in the Regulations.

The evaluation criteria for this assignment are:

- Specific Experience relevant to the Assignment (60) Points)
- Qualifications and Competence relevant to the Assignment (40) Points)