

Project title	Rural tourism – a sure step towards boosting the cross-border cooperation between districts of Soroca (Republic of Moldova) and Yampil (Ukraine, Vinnytsya Oblast)
Organisation	Institute for Development and Social Initiatives (IDIS) “Viitorul”

Job description

Job Name	PR of the project
Job Level	Executive
Main purpose	The PR specialist ensures and promotes effective internal and external communication and visibility to improve dissemination and use of project results and highlight the project’s contribution to the field of rural tourism and cross-border cooperation.
Specific conditions for the job	<ul style="list-style-type: none"> – The job’s location is in Chisinau, with periodic travel to Soroca rayon (Republic of Moldova) and Yampil region (Ukraine). – Activity in public spaces, with a large and heterogeneous audience. – Part-time employment
Studies required for the job	Bachelor’s Degree in Public Relations, Communications, Journalism, or a related field.
Training	Training participation and skills in social media content management; data visualization; digital media; written communication; media relations and outreach; other related training in the field
Computer skills	<ul style="list-style-type: none"> • Proficiency in MS Office • Hands-on experience with web content management tools, like WordPress • Experience of presentation and graphic tools, as InDesign, Photoshop, Prezi and PowerPoint • Experience with awareness campaigns on social media • Knowledge of SEO and Google Analytics
Languages	<ul style="list-style-type: none"> • Proficient command of Romanian • Excellent command of writing English
Working experience	<ul style="list-style-type: none"> • At least 3 years of professional experience in communications, public relations, journalism, marketing and/or related field • Experience of working with media in Moldova • Experience in developing communication strategies with an eye toward results-based management • Experience in developing communication products in various formats (public announces, invitations, press releases/news, website content, success storie etc.) targeting a variety of audience • Experience or organising public and media events • Experience in organising and delivering workshops, seminars, training programmes and conferences • Au-fait with development of social media content

Skills required	<ul style="list-style-type: none"> • Excellent planning and organisational skills • Computer literacy • Excellent verbal and written communication skills • Good presentation skills • Working knowledge of photo and video-editing software is an asset • Strong interpersonal skills to coordinate and conduct communications activities. • Ability to work with international partners and Moldovan institutions (both public and private)
Specific requirements	<ul style="list-style-type: none"> • Experience of working with international, including EU projects • Knowledge of requirements and guidelines of communication and visibility tools for EU funded actions • Ability to work with people from different countries and understand cultural diversities.
Main Responsibilities	<ul style="list-style-type: none"> • Developing communication and media products within the projects (announces, invitations, press releases/news etc.) • Disseminating and promoting project's communication products in mass - media • Developing social media content • Coordinate the design of promotional materials and distribute it in media channels • Providing awareness/communication assistance in organizing press conferences and other public events • Developing communication strategies for project's activities • Managing internal communications (memos, newsletters etc.) • Liaise with media and handle requests for interviews, statements etc. • Support regular communication with the project's donors and partners, as requested. • Provide translation of media documents, if required by the project manager • Perform other duties delegated in accordance with the position