

Terms of Reference
Local Short-Term Consultant
Content Manager for the Online Platform on Decentralisation and Local
Self-Government reforms in Armenia

SALAR Project in Armenia 2022-2026:
Support to decentralisation and local self-government reforms
(DeaLoG)

Location: hybrid, Yerevan, Armenia

Duration: 3 months (short-term consultancy), from December 2023 to April 2024

Level of Effort: 25 expert-days

About SALAR International and DeaLoG Project

SALAR International is a subsidiary to the Swedish Association of Local Authorities and Regions (SALAR), representing all 290 municipalities and 20 county councils in Sweden. We are a leading consultancy company supporting local democracy and good governance in developing and transition countries. Our expertise covers areas such as capacity building on municipal management and service delivery; local and regional development; decentralisation policies; support to local government associations; and European Integration. Geographically, SALAR International's projects covers countries in Central and Eastern Europe as well as Africa, Asia and Latin America.

The DeaLoG Project of SALAR is implemented by SALAR International and funded by the Swedish International Development Cooperation Agency (Sida).

The Project aims to support the government of the Republic of Armenia with decentralisation reforms and strengthening of local self-governments building on a longstanding history of local self-governments in Sweden and on the global cooperation experience, expertise and networks of SALAR International.

The Project is developed in cooperation with the Ministry of Territorial Administration and Infrastructure (MTAI) and other government bodies, as well as in consultations with local actors and relevant representative organisations in Armenia.

The overall objective of the Project is to increase political and institutional awareness, commitment, competence and trust among national and local stakeholders to advance decentralisation, manage the change processes and expand local self-government autonomy, responsibilities, capacities and accountability vis-a-vis citizens (women, girls, men and boys).

SALAR International's work in Armenia consists of two areas of support:

- 1) **Institutional framework** for decentralisation with focus on political dialogue, advocacy and reform communication to advance evidence-based decentralisation reform
- 2) **Fiscal decentralisation** focusing on establishing a consensus about key concepts of fiscal decentralisation among all reform stakeholders, strengthening capacities of the actors at central and local levels on different aspects of management of public finances and fiscal decentralisation, developing models and tools for financing of decentralised functions

The following strategies are applied:

- strengthening political leadership of local governance reform by providing policy advice and advocacy support to MTAI
- awareness raising about the decentralisation, its benefits, the principles of the European Charter of Local Self-Government and their meaning, providing mentoring, analytical and advisory support to improve capacities of actors at central, regional and local levels. Support to the design and implementation of a more decentralised democratic governance system.
- supporting development of horizontal and vertical cooperation and consultation mechanisms and frameworks between relevant actors in the targeted local government competence areas.

The Project is implemented in phases and its first implementation phase runs from September 2022 till end of April 2024.

One of the components of the DeaLoG Project is support to education decentralisation, working both with schools and communities on strengthening horizontal cooperation and with central level on designing and implementing decentralisation policies and measures such as clarification and separation and distribution of functions and responsibilities of different levels of government, decision-making frameworks and modalities, fiscal and capacity building issues in general education sector.

Objective and Scope of the assignment

As part of the DeaLoG Project's efforts to raise awareness about the decentralisation, and to support better communication with and among the key actors, stakeholders, reform advocates and potential beneficiaries, it is planned to set up a uniform online Platform to store and channel key information related to current work and developments of the local self-governments of Armenia. The platform shall be web based yet connected to wider information environment (eg social media and other communication channels used by different actors joining the LSG and decentralisation reform communication efforts).

The Decentralisation Platform shall be developed on a basis of a similar platform functioning in Ukraine: <https://decentralization.gov.ua>

The Platform will accumulate all information (including visual materials) on decentralisation and local governance reforms in Armenia, assure access to all data in user-friendly visible interface, have possibility for further development of online discussions function and for provision of online trainings for registered users.

The Content Manager shall coordinate the content inputs for the platform provided by other actors (e.g. donor projects, government institutions, local self-governments), generate content deriving from the work of DeaLoG Project, develop social media framework connected to the Platform, embed Platform's work in wider communication strategies (as may have emerge in relation to e.g. adoption and implementation of the decentralisation reform concept or other relevant government policies). Content Manager(s) shall also contribute to the development and implementation of a coordinated communication strategy for donors, and other relevant and interested actors, involved with supporting local self-governments and decentralisation reform in Armenia.

The initial phase for the development of the Platform shall run till end March 2024. Project's support to Platform is envisaged until February 2026.

Requested services

The Content Manager shall carry out the following tasks:

1. Together with Project Coordinator guide the work of the technical contractors engaged to develop, test, upgrade and maintain the Platform;
2. Develop proposal for social media infrastructure for the Platform; discuss the proposal with key LSG and decentralisation reform stakeholders; set up and manage the relevant accounts;
3. Together with DeaLoG project management and project experts, identify the sections and pages of the Platform that should be set up and filled with content by end of April 2024
4. Contribute to the search of actors, whose work is relevant for the sections and pages identified under task 3; discuss and agree on their contributions; develop joint / coordinated content plan and schedule; deliver content on Platform and via social media
5. Participate in the development and implementation of the coordinated communication strategy for the donor support to local self-governments and decentralisation reform (the aspects of the strategy that are linked with the online Platform)
6. Together with DeaLoG project management and communication experts, develop plan for development and launch of further sections and pages of the Platform from March 2024

While delivering the above tasks, the Communication Manager shall follow the communication guidelines of SALAR International. If necessary, guidelines for ensuring visibility requirements of other actors contributing to the Platform shall be developed by the Communication Manager.

The content shall integrate the key communication messages developed by the project.

Deliverables

By 20 February 2024, the Content Manager shall complete tasks 2 and 3. Implementation of other tasks is foreseen as an ongoing effort with key milestone being the end of April 2024.

Reporting and communication

- Keep SALAR International in Stockholm and Project management unit in Yerevan continuously and regularly updated about challenges and achievements.

Required Skills and Experience

We are seeking a self-motivate and pro-active colleague who has experience of content management and coordination of content originating from different sources.

- Bachelor or Master Degree in communication, journalism or other relevant fields;
- Writing and editing skills;
- Journalistic experience;
- Excellent computer literacy and proficiency in relevant applications such as MS Office, internet, etc;
- Understanding of decentralisation and the concept of local self-government;
- Experience in working with public sector (local governments, marz, national level);
- Copywriting;
- Experienced with CMS;
- Social media skills;

- Strategic and operational planning skills;
- Time management;
- Good communication skills;
- Fluency in Armenian and English;
- Ability to work in a multicultural environment;
- Previous work experience with international organisations or projects is an advantage.

Conditions & Logistics

A short-term consultancy contract (from starting date until April 2024) will be signed between SALAR International and the Local Education Expert, which will outline the conditions for the position in detail. Please note, this position is not an employment position, meaning that applicants must be established as consultants and will be liable to pay all applicable taxes and insurances themselves.

A competitive consultancy fee will be offered to the successful candidate.

Evaluation of response & selection

Interested applicants should send their CV and cover letter, comprising the following documents, to SALAR International no later than **January 21, 2023, 18:00**, Yerevan time.

The Consultant will be selected based on his/her professional experience and competences matching the requirements described above.

Proposals and questions should be sent by email to: armenia@salarinternational.se.

Mark your email with **Content Manager** in the subject.

Diversity and equal opportunities

SALAR International embraces diversity and respects human rights in all areas of its work. SALAR International strives to create a gender-equal and diverse working environment. Consultants shall respect equal rights of individuals and strive to create an atmosphere where people's differences are accepted and valued.

SALAR International supports working arrangements that enable personnel to combine work with family commitments.