

**Ministry of Capital Investments**  
**Second Energy Efficiency Project - MEEP 2**

**Terms of Reference**  
**Social Media Specialist**

**PROJECT BACKGROUND**

The Government of Montenegro received a loan from the International Bank for Reconstruction and Development in amount of 11.5 million Euro toward the cost of financing Montenegro Energy Efficiency Project (MEEP), aimed at improving energy efficiency in public objects. The focus of MEEP was on educational and health facilities due to strong demonstration and promotion impacts that can be achieved in the society regarding the promotion of energy efficiency. Twenty-five objects were retrofitted. The objects retrofitted through this loan, have not only brought positive results in savings but created capacity within the Ministries involved, in the private sector, and increased awareness of the population in the benefits of energy efficiency measures.

Given the demonstrated success of MEEP, the Government requested Montenegro Energy Efficiency Project second phase (MEEP 2) from the World Bank. The project is under implementation for a total investment cost of 6 million EUR. The MEEP 2 aim is to retrofit additional 18 health objects (hospitals and health centers) in the country and to develop and demonstrate a sustainable financing model.

The project consists of three components:

- **Component 1 – Energy efficiency (EE) investments in health sector buildings -** This component will support EE investments in selected state-owned public health sector facilities, for which achieved energy cost savings will be captured and reinvested using an energy savings capture model. These investments will reduce energy consumption and associated CO2 emissions, help lower recurrent energy expenditures, and improve comfort levels in the retrofitted health sector facilities. The use of the energy savings capture model for EE investments will introduce an EE financing model that allows funds to revolve and demonstrate a scalable financing approach for EE investments in the public buildings sector.
- **Component 2 - technical assistance -** This component will finance activities to enhance local EE capacity related to the development of a long-term sustainable EE investment framework; the preparation, implementation and maintenance of EE investments; and implementation of gender-informed communication and awareness raising campaigns.
- **Component 3 - project implementation support -** The component will support the effective implementation and management of the project and its reflows from captured energy cost savings.

The Project Implementation Unit established within the Ministry of Capital Investments (Client) is responsible for preparation, coordination, management and implementation of the MEEP 2.

In order to support implementation of MEEP 2 and perform the gender-informed communication and awareness raising campaigns, the Social Media Specialist will be engaged.

The Social Media Specialist will work under the authority of the Client and Project Manager of MEEP 2. The Client and MEEP 2 project will provide the related documentation and information necessary for the performance of tasks under this assignment.

## **DESCRIPTION AND SCOPE OF SERVICES:**

The Social Media Specialist will be in charge to perform the following:

- Develop, implement and manage MEEP 2 social media strategy;
- Define most important social media for MEEP 2;
- Create a recognizable image in the wider public and creates the publicity of MEEP 2 activities;
- Generate, edit, publish and share daily content on social media (original text, images, video or HTML);
- Set up and optimize MEEP 2 pages within each platform to increase the visibility of MEEP 2 social content;
- Measure the success of social media activities;
- Liaise with MEEP 2 partners to ensure their contribution in communication related actions;
- Review the presentation of MEEP 2 project on web site of the Client and propose improvements;
- Work with Client to link the posted material on social networks with web site;
- Maintain a library of photographs, videos, and other materials for communication;
- Create a community of followers.

All deliverables must be approved by the Client.

## **QUALIFICATIONS AND EXPERIENCE:**

- University Degree in Communications, Marketing, Business, Media or Public Relations or other relevant field or MSc or PhD in any field;
- Minimum 3 years of working experience; minimum 2 years of social networking experience and social analytics tools knowledge;
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices;
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills;
- Reference from state and public institutions and private companies for provided services will be consider as advantages;
- Fluency in English.

**DURATION OF THE ASSIGNMENT:**

- Initial contract will be for 1-year duration with the probation period of 3 months. Contract will be renewed annually up to December 2023, subject to satisfactory performance.
- Social Media Specialist shall be engaged on a part-time basis/home based.