

The “**Regional Challenge Fund**” (“**RCF**”) is an initiative undertaken by the German Development Bank KfW, financed by BMZ and SDC and implemented by the Chamber Investment Forum of Western Balkan 6 (CIF), with the aim of supporting vocational education and training (VET) in Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, and Serbia. It aims to strengthen the labour market relevance of vocational education and training by funding investments in equipment and infrastructure for training providers that engage in co-operative training activities with partnering enterprises. The CIF has charged a consortium led by IPC GmbH supported by planco, swisscontact and KPMG Bulgaria with the management of the project.

For the project team, we are looking for a

### **Marketing and Communication Specialist (f/m/d).**

#### **Your tasks**

- Plan and implement external communication activities in coordination with the RCF management
- Plan and co-ordinate campaigns around open calls for proposals for interested vocational training institutes and enterprises, including campaigns for promoting winners and best practices
- Plan, organise and manage various types of online and onsite events
- Co-ordinate the activities of the service providers in charge of RCF social media channels and website, ensuring regular updates in line with project activities and providing input for content development
- Liaise with PR service providers, support preparation, provide input, and monitor the implementation of RCF PR activities in the region (releases, newsletters, testimonials, etc.)
- Manage the day-to-day operations of the RCF knowledge-sharing platform, coordinate maintenance and updating of the platform’s features and functionalities with tech support, facilitate communication and knowledge exchange between schools, companies, and VET stakeholders

#### **Requirements**

- You have 5+ years of working experience in similar positions; experience in coordinating activities in other regional, multinational, or development projects will be considered a plus
- You have a solid understanding of social media, public relations, communication, online tools for exchange and networking, and event management industry standards in the WB6 region
- You are proactive with strong planning and organizational skills, attentive to details, and able to communicate and work in a remote, multicultural team
- You have a proven ability to manage multiple projects and meet deadlines
- You have a Bachelor’s degree in marketing, journalism, public relations, business, or a related field will be considered an advantage
- You have a high level of proficiency in Microsoft Office tools
- You are highly proficient in English, and preferably fluent in language(s) of the region
- You currently reside in **Serbia or Montenegro**.

The position is full-time with a consulting contract. The expert will work from home and occasionally travel in the region. Please send your CV and a brief email outlining your motivation, availability, and current place of residence to [hr@ipcgbh.com](mailto:hr@ipcgbh.com) with the subject “Marketing and Communication Specialist” no later than **21 February 2025**.