

Terms of Reference

Public Call for CSRA Pool of Experts

About the Project

The Civil Society Resilience Strengthening Activity in Serbia (CSRA) is a five-year USAID-funded initiative designed to support the development and resilience of civil society. Through a cultivated blend of resiliency interventions that reach civic actors at the individual, organizational, and sectoral levels, CSRA addresses obstacles that hinder the ability of civil society to remain resilient in the face of closing space stressors and perform its function as effective watchdog, advocate, and monitor.

The project is designed to: 1) equip civil society with new knowledge, skills, and tools to fundraise, connect with different stakeholders, and communicate in complex operating environments; 2) Foster dialogue and create space for civil society to participate in public policy processes; 3) Bridge the gap between citizens and civil society through awareness raising, storytelling, and outreach; and 4) Enable the (re)emergence of civil society-government dialogue by improving existing civil society organizations' participation mechanisms.

About the Activity: Based on the results of the local CSRA partners' ROCCS Self-Assessments and the developed action plans, the CSRA Consortium will provide various types of support to its local network of partners. The purpose of this activity is to address certain internal vulnerabilities (as identified in the Roadmaps in Y1) and provide additional support for the Resiliency Nodes in the implementation of their ongoing R+ cascading projects and their recognized ecosystems (priorities identified within their action plans).

Purpose of the Pool of Experts

A pool of experts will be set up to support the CSRA team with the delivery of support toward the Resiliency Nodes, as the key local partners. The pool will gather experts who will be cooperating with the CSRA consortium to support specific R+ projects, lead and design capacity building activities or solicited for ad-hoc expertise when needed by the Activity. Within the pool, CSRA will launch specific calls for interest which will invite individual pre-selected experts or teams of experts to apply for specific services and delivery of support. Experts or teams of experts may also be directly awarded specific assignments for which they meet the requirements.

Key areas of expertise

Areas	Sub-topics
Communication Strategies	<ul style="list-style-type: none"> ○ Development and implementation of communication strategies and action plans ○ Public relations and media engagement ○ Designing and implementing media campaigns ○ Social media management and podcast creation ○ Search engine optimization (SEO) ○ Online advertising



	<ul style="list-style-type: none"> ○ Customer Relationship Management (CRM) design and management ○ Storytelling and copywriting ○ Social media campaigns ○ Crisis communication strategies
Volunteer Management	<ul style="list-style-type: none"> ○ Processes and procedures for organizing volunteers ○ Motivation and retention strategies for volunteers
Financial Sustainability and Fundraising	<ul style="list-style-type: none"> ○ Development and implementation of fundraising strategies and campaign plans ○ Creating and executing crowdfunding campaigns ○ Establishing and maintaining partnerships with corporate donors ○ Developing commercial services for CSOs ○ Social entrepreneurship
Human Resources and Wellbeing	<ul style="list-style-type: none"> ○ HR processes ○ Wellbeing and team organization ○ Time management strategies ○ Introduction of HR management systems and team restructuring ○ Enhancing interpersonal skills
Strategic Planning	<ul style="list-style-type: none"> ○ Support in facilitating and drafting strategic plans
Digital Security	<ul style="list-style-type: none"> ○ IT security measures ○ Organizational digital transformation
Advocacy and Public Policies	<ul style="list-style-type: none"> ○ Development and implementation of advocacy plans and campaigns ○ Policy development ○ Mechanisms for empowering citizen participation in decision making
Project Development and Management	<ul style="list-style-type: none"> ○ Customized support for project management improvements ○ Project writing support
Networking and Stakeholder Engagement	<ul style="list-style-type: none"> ○ Partnership expansion strategies ○ Building connections with businesses and stakeholders
Organizational Development	<ul style="list-style-type: none"> ○ Development of new organizational structures and practices ○ Development of organizational development strategies ○ Financial planning ○ Monitoring and evaluation ○ Development of internal governance documents and monitoring of procedure implementation

Types of Support

Training and Workshops	<ul style="list-style-type: none"> ○ General or topic-specific training (e.g., advocacy, fundraising, financial sustainability)
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	<ul style="list-style-type: none"> Adjusted to varying levels of organizational capacity
Mentorship and Consultancy	<ul style="list-style-type: none"> Individualized support for specific strategies (e.g., HR, IT, project management) Expert consultancy for strategic plans and digital transformation
Development of Tailored Tools	<ul style="list-style-type: none"> Policies, procedures, and manuals (e.g., volunteer handbooks, HR guides) Fundraising strategies tailored to individual organizations
Facilitation of Processes	<ul style="list-style-type: none"> Support in drafting and finalizing strategic plans or organizational structures
Peer Learning and Best Practices	<ul style="list-style-type: none"> Encouraging organizations to use available resources (e.g., e-learning platforms) Sharing of experiences and practices among organizations
One-on-One Expert Support	<ul style="list-style-type: none"> Personalized sessions for addressing specific challenges (e.g., digital security, advocacy)
Group-Level Support	<ul style="list-style-type: none"> Training or mentorship for multiple organizations at similar levels of capacity

Who can apply?

We invite applications from individual experts, companies, or business entities that:

- Have expertise in at least **one of the thematic areas** outlined in the ToR.
- Have previous experience in working with CSOs in Serbia.
- Have a proven track record of at least **five years of relevant experience** in their areas of expertise.
- Proven experience in delivering training, workshops, consultancy, and/or mentoring programs.

Criteria

Applicants will be assessed based on the following criteria:

I. Experience:

- Minimum **five years of specific experience** in the thematic areas for which they are applying.
- Proven experience in delivering training, workshops, consultancy, and/or mentoring programs.
- Familiarity with the civil society sector in the region, particularly in Serbia or similar contexts.



2. **Technical and Interpersonal Skills:**
 - Strong technical skills in the thematic areas of interest, including strategic thinking and methodology development.
 - Ability to communicate effectively and engage with diverse stakeholders, including CSOs and local communities.
 - Capacity to adapt to the specific contexts and characteristics of working with CSOs.
3. **Documented Capabilities:**
 - Excellent writing and reporting skills in Serbian and English (or another agreed-upon language, depending on the call).
 - Strong interpersonal and facilitation skills to work with partner organizations and tailor capacity development activities.
4. **Availability and Logistics:**
 - Willingness to travel to various locations in Serbia as needed.
 - Flexibility to take on tasks based on the needs of local partner organizations.
 - Companies/business entities should submit portfolios showcasing relevant experience.
5. **Additional Desirable Criteria:**
 - A valid driver's license (category B).
 - Familiarity with digital tools for online collaboration and communication.

Required Documents for Applicants

Interested applicants are required to submit the following:

1. **Curriculum Vitae (CV) or Portfolio**
 - A detailed CV or portfolio of the individual expert, company, or business entity, clearly showcasing qualifications, expertise, and relevant experience in the specified thematic areas.
2. **Expression of Interest and Financial Offer**
 - **Expression of Interest:**
 - A written statement highlighting the applicant's interest in providing the required services, specifying the thematic areas they are applying for.
 - Contact details of three references.
 - **Financial Offer:**
 - A statement of the proposed daily rate in gross USD (can be included as part of the expression of interest).
3. **Supporting Documents (if applicable)**
 - Any additional documentation that supports or verifies the applicant's relevant experience, such as certificates, endorsements, or evidence of past projects.

Engagement Period

- Selected experts will be included in the CSRA pool of experts for a period of 1 year.



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- Task assignments will be made based on the specific needs of partner organizations during the engagement period.
- Experts will receive detailed Terms of Reference for each assigned task, including the scope, deliverables, and expected outcomes.
- The engagement period and tasks will be tied to the timeline of the CSRA Capacity Development Plan, which concludes in **January 2026**.

Application Process

To apply, please:

Submit your application via email to: **pgsrbija@partnersglobal.org**, containing the relevant CV/portfolio, expression of interest and financial offer in **gross USD**.

Submit your application no later than **January 30th 2025**.

