

REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES –INDIVIDUAL CONSULTANT)

Republic of Serbia

Serbia Accelerating Innovation and Growth Entrepreneurship (SAIGE)

Project ID No. P170185

Assignment Title: Community Manager (full time), Reference No. SER-SAIGE-IC-CS-21-15

Serbia has received a loan from the World Bank (Bank), through the “Serbia Accelerating Innovation and Growth Entrepreneurship Project” (Project), to contribute to the country’s growth and competitiveness by improving (i) relevance and excellence of scientific research and (ii) innovative entrepreneurship and access to finance for enterprise growth.

The Innovation Fund (IF) needs to engage one individual Community Manager (full time consultant).

Objective of the assignment

The objectives of this assignment are to coordinate virtual and on-the-ground effective implementation of Enterprise Acceleration Program (EAP) and to develop and manage the active, engaged involvement of the EAP community (startups, mentors and investors, in particular).

Scope of Work

The Community Manager will work closely with Project Implementation Unit (PIU) and IF’s coordination team on activities related to developing and implementing the EAP (both acceleration and co-financing mechanism). The work will cover all aspects necessary for successful project implementation, with a particular focus on program coordination including community management (mentors, entrepreneurs and other stakeholders) and logistical coordination for cohorts during 3-month acceleration programs.

During the course of its engagement, the Community Manager is expected to provide the following services:

- Serve as liaison with local and international external partners;
- Support outreach and identification of prospective mentors and set up a database of contacts;
- Develop/implement a strategy and system (Slack, other app/tool, e.g.) for managing mentor community and streamlining information exchange between internal team and mentors;
- Set up and manage a framework and tool/app for matchmaking mentors with entrepreneurs and for coordinating office hours;

- Identify and coordinate with potential local and international speakers and panelists for events/acceleration programming;
- Assist in planning, preparation and execution of virtual and/or in-person events (networking events, Demo Days, e.g.), directly and with vendors;
- Set up and manage regular communications (weekly, e.g.) targeting startups, mentors and other partners; and
- Participate in and support IF team with additional tasks as-needed for planning, implementation and reporting of program activities.

Timing and Duration

The Community Manager will be accountable and report to the IF Operations Manager under this assignment and will work closely with the PIU Project Officer in-charge of enterprise acceleration component and other IF staff involved in coordination of the EAP. The Community Manager is expected to be engaged full-time for the period of 9 (nine) months. The contract can be extended, subject to satisfactory performance and specific project needs.

The assignment is envisaged to start in June 2021.

Required experience and qualifications

- Bachelor's Degree in business, marketing, communications or related field;
- More than 5 years of relevant professional experience;
- Strong relationship management skills and experience working on projects requiring collaboration across multiple stakeholders;
- Confident building relationships with high profile professionals and senior executives;
- Highly organized, resourceful and attentive to detail with exceptional multi-tasking skills;
- Experience coordinating events and multi-day programs;
- Excellent written and verbal communication skills; and
- Experience/familiarity with startups and innovation ecosystems strongly desired.

The detailed Terms of Reference for the above referenced consulting services is posted on the website of the Innovation Fund http://www.inovacionifond.rs/cms/files/ostale-nabavke/Community_Manager.pdf

The Central Fiduciary Unit (CFU) of the Ministry of Finance now invites eligible Consultants to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The evaluation criteria for the assignment:

- General Qualifications and Experience (40 Points)
- Specific Experience relevant to the Assignment (60 Points)

The attention of interested Consultants is drawn to paragraph 3.14, 3.16 and 3.17 of the *World Bank's Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, Works, Non-Consulting and Consulting Services (July 2016, revised November 2017 and August 2018)* (“the Regulations”) setting forth the World Bank’s policy on conflict of interest.

A Consultant will be selected in accordance with the *Open Competitive Selection of Individual Consultants* as set out in the Regulations.

Further information can be obtained at the address below during office hours 09:00 to 15:00 hours.

Expressions of interest in English language must be delivered in a written form to the e-mail below, by **June 14, 2021, 12:00 hours, noon**, local time. Interested consultants must provide **Cover Letter** and **CV** representing description of similar assignments, experience in similar conditions and availability of appropriate skills (**scanned diplomas to be sent with CV**).

When submitting Expressions of interest please indicate assignment and reference number for which you are applying.

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