

TA to MEHE

Evaluation Grid for a Non-Key Expert on Communication and Visibility

First name						
Last name						
Nationality						
Email						
Mobile						
Criteria	✓/x	Comments	✓/x	Comments	✓/x	Comments
Qualifications and Experience						
Educational Background: Bachelor's degree in journalism, communication, public relations, social science, marketing, or related field.						
Postgraduate experience in communication, PR, journalism, or marketing (minimum 8 years)						
Experience in communication, visibility activities (awareness raising, public relations, Journalism and/or marketing)						
Experience in managing and delivering support services (graphic design, layout of various communication tools, printing materials, promotional gadgets, photography)						
Experience in drafting publications, web stories, tweets, speeches, press releases.						
Experience in organizing promotional events, workshops, conferences.						
Experience in promoting social campaigns using different media.						
Technical Proficiency						
Proficient use of graphic design tools and photo editing programs (Photoshop, Illustrator, etc.)						
Proficient use of collaborative tools MS office application (Teams, SharePoint or similar).						
Fluency in English and Arabic (French is preferred).						
Excellent writing and editing skills for various formats (publications, web stories, speeches, press releases).						
Knowledge and Expertise						
Knowledge of EU Communication and Visibility Guidelines (Preferred)						
Understanding of the project objectives and context Knowledge of Technical and Vocational TVET systems and market needs in Lebanon						
Soft Skills and Personal Attributes						

Criteria	✓/x	Comments	✓/x	Comments	✓/x	Comments
Qualifications and Experience						
Excellent Interpersonal communication skills.						
Ability to manage multiple tasks under time pressure.						
Attention to detail and positive attitude.						
Final Score / Outcome:						

Name of selected candidate	
Date	
AV Approval	

The reason for selecting this candidate