



TERMS OF REFERENCE (ToRs)
Communication and Visibility Expert for Preparing Communication Strategy

Name of the Project:	Evidence Based Monitoring of Public Spending during Electoral Processes
Reference number:	NDCINEAR/2023/451-721
Job title:	Communication and Visibility Expert
Location:	Tirana
Working Days:	15 days
Duration:	27 January – 10 February 2024

1. BACKGROUND INFORMATION

1.1 Contracting authority

Qëndresa Qytetare is a non-profit organization founded by a group of young professionals in 2016, who come with different experiences from civil society, uniting their knowledge and energy to contribute to the country and Albanian society. Our mission is to encourage and empower civic engagement and civil society in general through policy advocacy, raising awareness, and civic participation. Our vision is to develop a wider community of knowledgeable, motivated, and committed people who actively address societal concerns by monitoring and advocating public policies at the central and local levels.

1.2 Background of the Project

The challenges of this project are common to many democracies, but what exposes Albania to a greater extent is the traditionally weak culture of ethics and transparency in electoral campaigns that has also entered the online sphere. Coupled to that is limited digital media literacy of voters and modest capacities of civil society and media to keep up with the pace of online challenges presenting at each electoral cycle. The funding of electoral campaigns remains a sensitive area with entry points for undue influence. Despite some transparency achieved through post elections reporting, the picture of that reporting is still far from the reality of the campaign days. The same goes to misuse of public administration resources, where the recently established monitoring mechanisms need further testing and consolidation to make a long term impact on political party behaviour. Civil society and media would play a greater role in political finance transparency if supported with the suitable knowledge on the complexities of political funding and as well as with capacities/learning opportunities from peers that have successfully deployed efficient tools and mechanisms in other countries.

2. PROJECT OBJECTIVES, PURPOSE & EXPECTED RESULTS

2.1 Overall objective

The overall objective of this intervention is to contribute to the enhancement of electoral integrity, transparency, and equal competition in Albania's electoral processes.

2.2 Results to be achieved by the project

This action will provide the following results:

Outcome 1: Increased transparency and accountability on use of public funds and public administration in relation to electoral processes through monitoring and needs analyses in relation to how public administration employees interact in social media and traditional media with political parties.

Outcome 2. Improved governance of electoral process - More engaged civil society, media and youth in election monitoring, including watchdog role on issues related to misuse of public funds, political party finances, media coverage and representation of women candidates and gender mainstreaming in the 2025 electoral campaign.

Outcome 3: Enhanced public trust and confidence in the electoral process - Civil society actors and communities better informed on election processes in order to strengthen multi - stakeholders discussions on election integrity and related reforms.

3. SCOPE OF THE ASSIGNMENT

3.1 Objective of the consultancy

In the framework of Evidence Based Monitoring of Public Spending during Electoral Processes project, Qendresa Qytetare is seeking to contract an communication and visibility expert to prepare the brand and communication strategy of the project.

3.2 Specific work for this assignment

More specifically, the Communication Expert is expected to prepare visibility materials and brand for this project according to following steps:

- Develop a project communication strategy
- Preparation and proposal of at least three variants for the project logo
- Adoption of posts on social networks and promotional materials that will be created during the project
- Brand identity and visibility in different communication channels

4. ASSIGNMENT MANAGEMENT

4.1 Responsible body

Qendresa Qytetare

4.2 Management structure

Decision-making process is regulated by Contracting Authority.

5. TIMING OF THE ASSIGNMENT

The assignment will start in 27/01/2024 until 10/02/2024.



6. REQUIREMENTS FOR THE ASSIGNMENT

6.1 Qualifications and selection criteria for consultant

- University degree in a relevant field such IT, Marketing, or a related discipline.
- At least 3 years of experience as a communication sectors.
- Proven expertise in organization visibility campaigns
- Good knowledge of the electionsector.
- Ability to work in a team and to perform in respect of deadlines.

6.2 Proposal:

The communication expert is expected to submit a proposal, including:

- Letter of Interest, including a summary of approaches to be implemented for the successful fulfillment of the assignment;
- Financial offer which indicates the fee per day for this duty (in Euro). The service provider should submit a Financial Offer as described in Annex A.
- CV of the expert in EU format, including a summary of expertise areas as per requirements of this ‘Term of Reference’.

6.3 Fee-based

This is a fee-based contract based in the number of days – 15 days in total.

6.4 Application Process

The deadline for submission of applications is **January 23, 2024**.

Applications must be submitted in English to the Contracting Authority in the email address: qendresaqytetare@gmail.com or in the postal address:

Qendresa Qytetare

Rr. Ali PAshë Gucia, Pallati nr 42, Kati 0 Tiranë/ Shqipëri