

## Terms of Reference (ToRs)

### Pool of coders for content monitoring of audiovisual and online media coverage of 2025 electoral campaign in Albania

Name of the Project:	<b>“Evidence Based Monitoring of Local Public Spending during Electoral Processes”</b>
Reference number:	<b>NDCINEAR/2023/451-721</b>
Job title:	<b>Pool of coders for content monitoring of audiovisual and online media coverage of 2025 electoral campaign in Albania</b>
Location:	<b>Tirana</b>
Working days:	<b>120 days to be shared among 3-5 coders</b>
Duration:	<b>April - May, 2025</b>
Deadline for application	<b>28.03.2025</b>

## BACKGROUND INFORMATION

### Contracting authority

Balkan Investigative Reporting Network in Albania (BIRN Albania)

### Project background

The overall objective of the project “Evidence Based Monitoring of Local Public Spending during Electoral Processes” is *to contribute to the enhancement of electoral integrity, transparency, and equal competition in Albania's electoral processes.*

In order to address the fundamental challenges and deficiencies within Albania's electoral system, particularly those in relation to the misuse of public funds, the engagement of public administration in politics, the misuse of digital media and prevalence of hate speech in political discourse, as well as the barriers encountered by women and youth to political participation, the activities and outputs of this action will focus in achieving the following outcomes:

- Increased transparency and accountability on use of public funds and public administration in relation to electoral processes.
- 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.
- 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



Evidence Based  
Monitoring of  
**PUBLIC  
SPENDING  
DURING  
ELECTORAL  
PROCESSES**



The project is implemented by Qëndresa Qytetare in partnership with BIRN Albania and is financially supported by the European Union.

### **Background of the assignment**

In order to increase knowledge and publicly available data on the coverage of the campaign of political subjects and actors, in both audiovisual and online media, BIRN Albania will conduct two monitoring studies.

In order to fulfil this assignment, BIRN Albania will engage 3-5 individuals responsible for coding the data provided to them on daily databases of content from audiovisual and online media for the 30 days of the campaign.

The experts should actively engage during all the 30 days of the electoral campaigns and closely collaborate to ensure the successful completion of this assignment.

### **Specific work**

Based on the methodology and tools developed by the group of experts involved in the preparation of research report on audiovisual and online media coverage of 2025 electoral campaign in Albania, the project team will train the coders of this call on the indicators and coding techniques required for the specific engagement.

After the training, the experts will be required to code the content provided based on the predetermined list of indicators and posts selected, in the specific datasets (Excel formats), which will be distributed on daily basis during the 30 days electoral campaign period. In order to check the accuracy of the coding, the experts should be in continuous collaboration with each other and reflect the suggestions provided by the project team.

## **REQUIREMENTS FOR THE ASSIGNMENT**

The experts involved should fulfil the following criteria:

- University degree in media, public relations, political or social sciences or other relevant fields;
- Good knowledge of the political context in Albania;
- Proven prior experience in media monitoring and content coding will be an asset;
- Excellent working knowledge of Excel;
- Be able to communicate clearly and effectively;
- To be able to ensure confidentiality of project information.

The experts must be independent and free from conflicts of interest in the responsibilities they take on.

### Reporting requirements

The experts should submit the final Excel datasets coded to the project team no later than May 30, 2025 and must be submitted at [office.albania@birn.eu.com](mailto:office.albania@birn.eu.com). The project manager is responsible for approving the datasets.

## APPLICATION PROCEDURE

### Proposal:

The group of experts is expected to submit a proposal, including:

- *Letter of Interest*, summarizing previous relevant experiences with this call;
- *Financial offer* for working days in Euro. The service provider should submit a Financial Offer as described in Annex A.
- *CV* of the expert/s;
- *The contacts of two possible references.*

### Fee-based

This is a fee-based contract based in the number of days for each expert involved. The payment will be done following the submission of the required reports.

### Application Process

The deadline for submission of applications is **March 28, 2025**.

All applications should be sent by email to the following address:

[office.albania@birn.eu.com](mailto:office.albania@birn.eu.com), indicating the title of the TORs in the Subject.

## EVALUATION CRITERIA

If the submission deadline has been met and all the required documents are sent, the expert/s will be evaluated using the evaluation criteria in the table below.

Evaluation Criteria	Score
<b>Qualifications</b>	
Formal and continues education of the candidate and work experience	10
Good knowledge of the political context in Albania	20
Proven prior experience in media monitoring and content coding	30
Excellent working knowledge of Excel	20
<b>Implementation</b>	
Financial offer	20
<b>Total Value</b>	<b>100</b>