

TERMS OF REFERENCE (ToRs)

COMMUNICATION AND VISIBILITY EXPERT – ACTIVITY 5.8.1

Name of the Project:	Open Universities: Student-Led Transparency and Accountability
Reference number:	IPA III ENEST/2026/491-350
Job title:	Communication and Visibility Expert – Budget activity 5.8.1
Location:	Tirana, Albania

1. BACKGROUND INFORMATION

1.1 Contracting authority

Qëndresa Qytetare is a non-profit organisation working to strengthen civic engagement, transparency and accountability in Albania.

1.2 Background of the Project

The Open Universities project supports transparency and public access to information concerning public higher education institutions. The OpenUniversity.al platform is envisaged as an online hub for publishing data from the 12 public universities, including procurement, contracts, financial transactions, student evaluations and decision-making information.

2. PROJECT OBJECTIVES, PURPOSE & EXPECTED RESULTS

The assignment aims to ensure effective project communication, public outreach and compliance with applicable EU communication and visibility requirements.

3. SCOPE OF THE ASSIGNMENT – ACTIVITY 5.8.1

Qëndresa Qytetare invites proposals for the engagement of a Communication and Visibility Expert under budget line 5.8.1.

3.1 Communication Planning and Coordination

Develop or update communication and visibility plans, coordinate communication activities with the project team and advise on EU visibility requirements and approvals.

3.2 Communication Materials

Prepare, review and adapt communication materials, including public announcements, social media content, press materials and other outreach products, in line with project branding and EU visibility requirements.

3.3 Dissemination and Public Outreach

Support dissemination strategies, public outreach activities and engagement with relevant audiences.

3.4 Monitoring and Reporting

Monitor communication performance, document implemented activities, provide brief progress updates and recommend improvements to visibility and outreach.

4. DELIVERABLES AND ACCEPTANCE

Expected deliverables may include communication plans, approved communication materials, dissemination support, monitoring summaries and activity reports. Exact deliverables, workload and acceptance criteria shall be agreed in writing.

5. ASSIGNMENT MANAGEMENT AND TIMING

The expert shall coordinate with Qëndresa Qytetare. Timing, expected level of effort and deliverables shall be defined in the contract and/or approved work plan.

6. FINANCIAL OFFER AND PAYMENT ARRANGEMENTS

The contract concerns Communication and Visibility Expert services under Activity 5.8.1. Tenderers shall provide a financial offer stating the proposed daily rate in EUR and the basis for calculating the fees.

Invoices shall be issued for services delivered and accepted, according to the agreed contract and supporting documentation.

The issuance of separate invoices does not create separate procurement lots.

The detailed schedule, scope and payment conditions shall be agreed in the contract or individual written assignments.

All payments shall comply with the applicable contract and donor requirements.

7. REQUIREMENTS AND SUBMISSION

Applicants should submit registration/legal identification, relevant experience in communication and EU-funded project visibility, portfolio or samples of work, CV(s), proposed methodology and work plan, and a financial offer.

Proposals will be assessed for completeness, relevant expertise, technical quality and financial offer, according to the published evaluation criteria.

The deadline for submission of applications is October 11, 2026.

Please send it by email to the following address: qendresaqytetare@gmail.com, indicating the title of the call in the Subject or in the postal address: Ali Pashë Gucia St., Building No. 42, Ground Floor, Tirana, Albania.

Please note that the financial and technical offers must each be placed in a separate sealed envelope, clearly labeled with the respective name. Both sealed envelopes should then be enclosed in a larger envelope for submission.