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1. BACKGROUND INFORMATION

1.1. Partner country

Republic of Albania

1.2. Contracting authority

“Qëndresa Qytetare” - 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.

1.3. Current situation in the sector

The project “Open Universities: Student-Led Transparency and Accountability” (ENEST/2026/491-350) promotes transparency, accountability and public access to information in Albania’s public higher education institutions. Effective communication and visibility help disseminate project activities and results to students, civil society and the wider public.

The assignment concerns a Communication and Visibility Expert to support EU-compliant project visibility, communication materials, dissemination strategies and public outreach, only upon specific request and agreement with the Contracting Authority.

1.4. Related programmes and other donor activities

NA

2. OBJECTIVES & EXPECTED OUTPUTS

2.1. Overall objective

- The overall objective is to strengthen project visibility, communicate results clearly and support outreach in accordance with applicable EU visibility requirements.

2.2. Expected outputs to be achieved by the contractor

The expert is expected to provide the following services, when specifically requested and agreed with the Contracting Authority:

- Output 1: Communication planning, coordination and guidance on EU visibility compliance.
- Output 2: Drafted, reviewed or adapted communication and visibility materials suitable for agreed communication channels.
- Output 3: Dissemination and public outreach support, monitoring updates and short reports on implemented communication activities.

3. SCOPE OF THE WORK

3.1. General

3.1.1. Description of the assignment



Under the project “Open Universities: Student-Led Transparency and Accountability”, reference ENEST/2026/491-350, Qendresa Qytetare seeks a Communication and Visibility Expert under budget line 5.8.1. Services will be provided only if specifically requested by and agreed with the Contracting Authority.

3.2. Specific work

Activity 5.8.1 – Communication and Visibility Expert

The selected expert shall provide the following services upon written request and agreement:

- Communication planning and coordination: support communication strategies, schedules and compliance with EU visibility requirements.
- Communication materials: draft, edit and adapt public information, social media, press and other communication content.
- Dissemination and outreach: support public outreach activities and dissemination of project results.
Monitoring and reporting: monitor visibility activities, provide short progress updates and recommend improvements.

Assignment and acceptance requirements

Each assignment, expected output, working days and timeline shall be agreed with the Contracting Authority before work begins. No minimum volume of services is guaranteed.

- The expert shall coordinate with the project team and submit materials for review and approval before publication or dissemination.
- The expert shall document completed tasks and time worked where applicable. Services shall be accepted by the Contracting Authority before invoicing.
- All communication materials must follow the approved project branding and applicable EU visibility requirements, including reasonable revisions requested by the Contracting Authority.
- The financial offer shall specify the proposed daily rate in EUR. Payments shall be based on services specifically requested, satisfactorily delivered and accepted under the contract.

3.2.1 Responsible body

Qendresa Qytetare

3.2.2 Management structure

Decision-making process is regulated by Contracting Authority

3.2.3 Facilities to be provided by the contracting authority and/or other parties

N/A

4. LOGISTICS AND TIMING

4.1. Location

The unit will be located in Tirana.

4.2. Start date & period of implementation of tasks

The assignment shall commence on 15/10/2026 and end on 06/11/2026. All services and deliverables shall be completed within this period, in accordance with the terms and conditions of the contract.

5. REQUIREMENTS

5.1. Staff

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

5.1.1. Qualification

- Relevant Experience: Demonstrated experience in communications, public outreach and visibility of EU-funded or comparable projects.
- Portfolio: Samples of communication campaigns, outreach products, visibility materials or similar assignments.
- Qualifications: Relevant education or professional experience in communications, public relations, journalism, marketing or a related field.
- Operational capacity: Ability to respond to agreed assignments and deliver outputs on time.
- References: Relevant client references or documented previous assignments.
- Project Management: Ability to coordinate approvals, manage communication schedules and report on delivered outputs.
- Technical Skills: Excellent written communication, content production, dissemination planning and knowledge of EU visibility rules.

5.1.2. Proposal

Interested parties are expected to submit a proposal, including:

- Certificate of Registration
- Historical Extract of the Entity
- A financial offer in EUR specifying the proposed daily rate for Communication and Visibility Expert services under Activity 5.8.1. The number of days shall be agreed based on specific requests from the Contracting Authority.
- ANNEX III: ORGANISATION & METHODOLOGY

5.1.3. Other experts, support staff & backstopping

N/A

6. REPORTS

6.1. Submission and approval of reports

The expert shall submit agreed communication outputs and brief activity records to the project manager. Qëndresa Qytetare shall review and approve deliverables before payment in accordance with the contract.