



**Global Partners
Governance
Albania**

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Strategic Communication Services for the Implementation of the PACEP II Project in Support of Parliamentary Oversight

Project: Support to Parliament and Civil Society – PACEP II
Duration of Assignment: 36 months
Type of Contract: Service Contract

I. BACKGROUND

The Swiss Development and Cooperation (SDC) project *Support to Parliament and Civil Society (PACEP II)*, implemented by Global Partners Governance (GPG) Albania, aims to enhance the effectiveness of parliamentary oversight and strengthen the role of civil society in promoting good governance in Albania. This initiative is part of a broader effort to support Albania's democratic development and integration into the European Union. Recognizing the challenges posed by political fragmentation and the limited capacity of both parliament and civil society to provide adequate oversight, the project seeks to foster institutional collaboration and increase accountability through a more inclusive and transparent oversight framework.

This support aims to enable the Assembly of the Republic of Albania to perform its oversight function more effectively. Additionally, the project emphasizes improving cooperation between the Assembly, independent institutions, and civil society organizations (CSOs), enhancing their role in policy development and advocacy.

Key interventions include training and capacity development for parliamentary administration and independent institutions, support for civil society engagement in oversight processes, and fostering a culture of collaboration between public institutions and CSOs. The project also incorporates a gender equality dimension, ensuring that oversight processes are inclusive and reflect the needs of all citizens, particularly women and marginalized groups.

Through these efforts, PACEP II aims to create a more open, participatory, and accountable oversight ecosystem that is better equipped to meet the demands of EU integration and the expectations of Albanian citizens. The project will contribute to strengthening democratic

institutions, fostering civic engagement, and promoting transparent decision-making processes.

Effective communication plays a crucial role in achieving the project's objectives by ensuring transparency, fostering engagement, and promoting dialogue between parliament, civil society organizations, and citizens. Through strategic communication efforts, the project aims to increase public awareness of parliamentary oversight processes and strengthen citizen participation.

II. OBJECTIVE OF THE REQUEST FOR QUOTATIONS

The objective of this call is to engage a qualified company to provide comprehensive and strategic communication services that support PACEP II project activities and enhance its visibility, impact, and sustainability.

III. SCOPE OF SERVICES

The selected company will be responsible for developing and implementing comprehensive communication services, including but not limited to:

3.1 Strategic Communication

- Develop and implement **one** comprehensive communication strategy aligned with project objectives.
- Create **three** detailed annual action plans (**one per year**) with specific timelines, deliverables, and KPIs.
- Identify and map key stakeholders and target audiences.
- Define appropriate communication channels and tools for each target audience.
- Provide periodic progress reports (**every trimester**) with data-driven insights and recommendations, including media mention tracking, and engagement analytics.

3.2 Social Media Management

- Manage and maintain social media accounts on key platforms through dedicated personnel.
- Design and implement targeted social media campaigns **every six months**.
- Develop monthly content calendars with at least **two posts** per week.
- Monitor and engage with followers and key stakeholders; Respond to inquiries within 24 hours.

3.3 Content Creation

- Create visual content:
 - Social media graphics,
 - Presentation templates,
 - Branded templates for various materials.
- Develop multimedia content:
 - Short videos for social media,

- Event highlights videos,
- Interview videos with stakeholders,
- Animated explainer videos.
- Design templates for print materials:
 - Brochures and factsheets,
 - Semi and Annual reports,
 - Policy briefs,
 - Event materials (banners, posters, etc.).

3.4 Event Coverage

Provide full support for **at least two major events**¹ for the following:

- Pre-event:
 - Develop event-specific communication plans,
 - Create promotional materials,
 - Design social media campaign,
- During event:
 - Professional photography coverage,
 - Video recording of key moments,
 - Live social media coverage,
 - Media relations management.
- Post-event:
 - Create highlight videos (within 48 hours),
 - Develop photo galleries,
 - Write blog posts/news articles,
 - Prepare social media recap content,
 - Media coverage monitoring and analysis.

3.5 Communication Coordination

- Maintain project communication calendar and coordinate with project implementation partners,
- Maintain digital asset management system:
 - Photo library,
 - Video archive,
 - Document repository,
 - Media coverage database.

3.6 Boosting and Visibility

- Increasing the visibility and reach of project communication through different options offered by digital media platforms.

Working conditions

¹ A major event is considered one with at least 50 participants coming from different countries, running for at least 2 days.

The selected company shall ensure that the staff assigned to working with Global Partners Governance Albania are reachable during regular business hours and provide emergency contact information for urgent communication needs outside regular hours.

The selected company shall ensure the effectiveness during their engagement through quality controls and rapid communication.

The selected company shall give the highest priority to official requirements and ensure that servicing unofficial needs does not delay or impede the company's timely and effective processing of Global Partners Governance Albania official needs.

IV. REQUIRED QUALIFICATIONS

- Minimum 5 years of experience in strategic communications,
- Demonstrated experience in social media management and digital marketing,
- Strong portfolio of content creation and design work,
- Experience working with international organizations and development projects,
- Proven track record in managing communication campaigns,
- Excellent writing and editing skills in Albanian and English,
- Strong technical capabilities in multimedia content production,
- Experience in event coverage and documentation.

V. DURATION OF THE ASSIGNMENT

The service contract will be for a period of 36 months, until April 2028.

VI. REPORTING

The company will report directly to the PACEP II Team Leader. For day-to-day management of tasks, they will coordinate with designated project team member leading the given activity and/or event.

VII. PROPOSAL REQUIREMENTS

Interested companies should submit:

- Company registration documents,
- Company profile and portfolio of relevant work,
- Sample communication strategy and action plan from a previous project/work experience,
- Financial proposal as per the accompanying Annex,
- CVs of key personnel,

- At least two references from similar assignments.

VIII. APPLICATION AND EVALUATION PROCEDURE

Applications should be submitted electronically to gpg-albania@gpgovernance.net by **27 April 2025**.

Evaluation Procedure

The contract will be awarded to the applicant whose offer:

- Is deemed technically responsive / compliant / acceptable (only technically responsive applications / candidates will be considered for the financial evaluation)
- And has obtained the highest combined technical and financial scores.

Technical Criteria - 70% of total evaluation – max points: 70

- Criteria A: Technical capacity and experience of the company – max points: 45
- Criteria B: Sample communication strategy and action plan – max points: 25

Financial Criteria - 30% of total evaluation – max points: 30

Note: *Financial Proposal will be scored only if submitted in the template accompanying these Terms of Reference.*

Proposals obtaining a minimum of 70% (49 points) of the maximum obtainable points for the technical criteria (70 points) shall be considered for the financial evaluation.

GPG Albania reserves the right to negotiate contract terms with the highest-scoring bidder before finalizing the award.

Questions and Grievances:

All applicants will be notified of the results of the selection process once it is completed.

For any questions regarding the recruitment process, please submit them via email to gpg-albania@gpgovernance.net.

You may submit other concerns or grievances via email through the reporting concerns inbox at reportingconcerns@gpgovernance.net. Reports can also be submitted to the Swiss Embassy in Albania at tirana@eda.admin.ch, or to the SDC Compliance Office at compliance@eda.admin.ch.

All reports will be treated confidentially, and the identity of the complainant will be protected. Complaints should be made in good faith and will be handled promptly and professionally.