

Terms of Reference

Services:	Communication Assistant
Grant Agreement:	81247788
Project Title:	Delivering Capacity Development Products for Water Supply and Sanitation Utilities in Albania
Location	Tirana, Albania
Type of Contract:	Service Contract
Duration of Assignment:	up to a maximum 33 working days within a 4 months period
Expected Start Date:	08 June, 2020

I. Background

The Water Supply and Sewerage Association of Albania (SHUKALB), which was established in 2000, is a professional, not-for-profit Association of water supply and sewerage professionals, who wish to improve the management of the Water Supply and Sewerage Sector in Albania, making it efficient, sustainable and effective in accordance with the current laws and regulations in Albania.

The Water Supply and Sewerage Association of Albania has received financing for a Grant titled “Delivering Capacity Development Products for Water Supply and Sanitation Utilities in Albania” in the frame of the project Regional Capacity Development Network (RCDN) for Water and Sanitation services in SEE commissioned from the German Federal Ministry of Economic Cooperation and Development (BMZ) and Swiss State Secretariat for Economic Affairs (SECO), and it is administratively embedded in the GIZ Project “Open Regional Fund for Southeast Europe - Modernization of Municipal Services (ORF MMS)”. The project “Regional Capacity Development Network (RCDN) for Water and Sanitation Services” aims at increasing the effectiveness and efficiency of the water utilities in the Western Balkans, contributing to better service provision with larger numbers of population groups getting access to drinking water and sanitation services and meeting the EU environmental Acquis Communautaire.

In this framework, the overall objective of the project implemented by SHUKALB is to improve the capacities of responsible staff in municipalities and water utilities in charge for provision of water supply and sanitation services to citizens, through the delivery of high quality capacity development products developed in the region, and engagement of both, municipal decision makers and management of water utilities. The specific objectives of the Project are to:

1. Implement the organizational development measures for SHUKALB by improving staff skills related to the CD delivery.
2. Expand SHUKALB’s capacity development offer and delivery for the municipalities and water utilities in Albania.
3. Identify and advocate on key capacity development topics and engage the national authorities, IFIs and Donor Organizations in the process.

In alignment with grant' first objective, SHUKALB will undertake organizational development measures related to setting-up a Constituents/Customer Relationship Management System which will integrate all the core activities of SHUKALB for membership, trainings, events, advocacy, programs, grants management, and improve its efficiency in data analysis, reporting, marketing, communication and further strategic planning and programming, as well as to developing an integrated communication /PR strategy. In regard to these priorities areas, SHUKALB is seeking to contract an assistant to help the association in the process of collecting contact data, updating the current database for upload in the CRM system and assistance in the process of updating the brochures, leaflets and preparation of social media material for posting.

II. Aim of the Assignment

The services of a communication assistant are required to provide support to Membership Manager and Training Manager in communication activities, in terms of editing and writing communication material and assisting in the process of collecting contact data, updating the current database for upload in the CRM system.

III. Scope of Work

The communication assistant will undertake the following scope of work:

- Provide assistance in the implementation of the CRM system, including the following:
 - Assist the Membership Service Manager in the process of updating the contact details including all membership and constituents database;
 - Collect the contact data and update the current database by ensuring the information is accurate;
 - Organize the contacts information in the required formats required from the IT Company for upload in the system.
- Provide assistance in regard to communication activities:
 - Draft and edit materials and communications,
 - Update the programme brochures, leaflets,
 - Draft and edit social media posts and create a program for regular posting, in the framework of SHUKALB 20 years;
 - Assist in maintaining web content by drafting communication material for upload;
 - Provide other assistance as required by the Membership Service Manager and Training Manager.

IV. Expected Deliverables and Timeframe

The following deliverables are expected to be delivered by the communication assistant:

- Assistance in the implementation of the CRM system, throughout the contract period.
- Assistance in regard to communication activities, throughout the contract period.

V. Selection Criteria and Basis for Evaluation

The local expert shall have the ability to serve in an independent, personal capacity. Specifically, the expert should possess the following qualifications and experience:

Evaluation Criteria	Weight
Education	40%
<ul style="list-style-type: none"> BSc/BA in Marketing, Communications or a related field is desired 	
Experience	30%
<ul style="list-style-type: none"> Relevant experience as a communications assistant, communication specialist or similar role. Solid writing and editing skills. Experience with media and social media campaigns. Experience in working with NGOs. 	
Language Requirements	30%
<ul style="list-style-type: none"> Excellent command, written and spoken, of both Albanian and English; Ability to use MS Office, familiarity with design software (e.g. Photoshop, InDesign) 	

VI. Duration of the Assignment

Under this assignment, the expert will be contracted for the period from of 08 June, 2020 to 08 October, 2020. The Level of Effort required of the Assistant, understood to be represented by the scope of work, is estimated to be up to 33 working-days. The contract between SHUKALB and the assistant will be signed under the Laws of Albania.

VII. Proposal

The expert is asked to submit an expression of interest by **X/05/2020**. The proposal has to be submitted in the English language by e-mail, at member@shukalb.al. Interested individual expert must submit the following documents/information to demonstrate their qualifications:

- Letter of Motivation;
- Personal CV, indicating education and all past experience, as well as the contact details (email and telephone number) of the Candidate.

VIII. Reference Person

The reference person for this assignment is SHUKALB’s Manager of Membership Services, Alban Kushi, Email address: member@shukalb.al.

IX. Modification of Terms

SHUKALB reserves the right to modify the terms of the ToR at any time at its sole discretion.

X. Acceptance and Rejection of Proposals

SHUKALB may not necessarily accept the lowest priced proposal or any proposal. At its sole discretion, SHUKALB reserve/s the right to reject any or all proposals received and to accept any proposal which it considers advantageous, whether or not it is the lowest priced proposal. SHUKALB is not under any obligation to award a contract, and reserves the right to terminate the request for proposal process at any time, and to withdraw from discussions with all or any of the candidates who have responded. SHUKALB reserve/s the right to accept the proposed offer in total or in part, to reject any or all offers, to waive any minor informalities, irregularities, or technicalities, and to accept the offer deemed most favourable to the association and the RCDN.

XI. Reporting Requirements

As defined in the Scope of Work, the expert will be submitting the outputs to the SHUKALB's Manager of Membership Services, Alban Kushi and to the Training Manager, Jonida Ahmeti.