

## Terms of Reference

<b>Services:</b>	Communication and PR Strategy Local Expert
<b>Grant Agreement:</b>	81247788
<b>Project Title:</b>	Delivering Capacity Development Products for Water Supply and Sanitation Utilities in Albania
<b>Location</b>	Tirana, Albania
<b>Type of Contract:</b>	Individual Contract (IC)
<b>Duration of Assignment:</b>	up to a maximum 7 working days over a duration of 3 months
<b>Expected Start Date:</b>	10 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 developing an integrated communication /PR strategy. In regard to the communication activities, SHUKALB has established practices and tools that is using for each programme area, however, an organizational communication strategy integrating all areas is necessary to improve promotion and selling efforts.

In this context, SHUKALB is seeking to contract an experienced local expert to develop a communication/PR strategy that supports all programme areas, is responsive to its members and stakeholders' needs, and focuses on measurable results.

## **II. Aim of the Assignment**

The services of a local expert are required to develop an integrated Communication and PR Strategy for SHUKALB.

## **III. Scope of Work**

The local expert will undertake the following scope of work in regard to the communication and PR strategy set of activities:

- Participate in a virtual meeting, (expert is on board) to discuss on the assignment, key deliverables and expected timeframe of the activities and deliverables.
- Review all the communications existing communications tools (website, social media, email communications and newsletter), and practices related to each programme area.
- Develop draft communication /PR strategy, which entails:
  - An outlining of the overall strategic approach.
  - An examination of critical components, such as audiences, objectives, and monitoring and evaluation.
- Participate in a virtual meeting to consult with SHUKALB Staff on the first draft of the communication strategy and review the proposed interventions, if they meet effectively SHUKALB objectives, and make adjustments.
- Finalize the communication strategy ready for implementation.

## **IV. Expected Deliverables and Timeframe**

The following deliverables are expected to be delivered by the communication and PR strategy local expert:

- Participation in the virtual orientation meeting (expert is on board), on/about mid of June, 2020.
- Completion of the review and desk research of all existing communications tools, practices through consultations with SHUKALB staff, on/about beginning of July, 2020.
- Developed 1<sup>st</sup> draft communication /PR strategy and provided inputs and comments by SHUKALB staff, on/about end of July, 2020.
- Participation in a virtual meeting to consult with SHUKALB Staff on the first draft of communication and PR strategy, on/about end of July, 2020.

- Adjusted and finalized Communication /PR strategy and M&E system document, on/about beginning of September, 2020.

**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:

<b>Evaluation Criteria</b>	<b>Weight</b>
<b>Education</b>	<b>25%</b>
Master’s Degree or equivalent in media relations, journalism, management or related social sciences.	
<b>Experience</b>	<b>50%</b>
<ul style="list-style-type: none"> <li>Relevant experience in developing communication strategies and comprehensive promotions strategies.</li> <li>Experience in the field of media and communication, with media channels and social communications platforms.</li> <li>Experience in working with NGOs, prior working experience with SHUKALB is preferred.</li> </ul>	
<b>Language Requirements</b>	<b>25%</b>
Fluency in English with excellent written skills	

**VI. Duration of the Assignment**

Under this assignment, the expert will be contracted for the period from of 10 June, 2020 to 10 September, 2020. The Level of Effort required of the Expert, understood to be represented by the scope of work, is estimated to be up to 7 working-days. The contract between SHUKALB and the expert will be signed under the Laws of Albania.

**VII. Proposal**

The expert is asked to submit an expression of interest by **3/06/2020**. The proposal has to be submitted in the English language by e-mail, at [jonida.ahmeti@shukalb.al](mailto:jonida.ahmeti@shukalb.al). Interested individual expert must submit the following documents/information to demonstrate their qualifications:

- Letter of expression of Interest and Availability;
- Personal CV, indicating all past experience and similar assignments, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
- Financial Proposal that indicates the all-inclusive daily fee in euro.

**VIII. Reference Person**

The reference person for this assignment is SHUKALB’s Manager of Trainings, Jonida Ahmeti, Email address: [jonida.ahmeti@shukalb.al](mailto:jonida.ahmeti@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 experts 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 Trainings, Jonida Ahmeti.