

REQUEST FOR CONSULTANCY SERVICES Service Contract (SC)

Promotion of Career Guidance and Life Long Learning (LLL) among Young People and their parents an businesses

Terms of Reference

Project Unit:	RisiAlbania – Partner for Growth
Supported by:	Swiss Agency for Development and Cooperation SDC
Implemented by:	Helvetas Swiss Intercooperation and Partners Albania
Sector:	Career Guidance and Skills Development
Location:	Albania
Estimated duration:	08/01/2024 – 30/11/2024

1. Background of RisiAlbania project

RisiAlbania is a project of the Swiss Agency for Development and Cooperation (SDC), in partnership with Ministry of Finance and Economy, and implemented by a consortium consisting of HELVETAS Swiss Intercooperation and Partners Albania. The overall goal of the project is to contribute to the creation of more and better employment opportunities for young women and men (age 15-29) in Albania, in a socially inclusive and sustainable manner.

This goal will be achieved through:

- (i) Enhanced growth and job creation by the private sector in three selected subsectors (agribusiness, tourism, and ICT),
- (ii) Improved access to job opportunities and labor market services (intermediation),
- (iii) Improved skills of young women and men by improving the offer of private training providers in the three selected subsectors (labor supply).

RisiAlbania has currently entered its third phase which is expected to develop in the timeframe November 2021 – October 2025.

Under the second pillar, for the purpose of improving access to job opportunities and labor market information and services, RisiAlbania has a strong focus on development of Career guidance services. So far the project has supported models of Career guidance services delivery at various level, open Carer Guidance Center at Municipality of Tirana, career services for students of the four biggest public universities, specialized career services of private intermediaries, career orientation services from training providers in ICT and tourism. The support included: development of institutional and

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organizational capacities of providers, development of content and tools, and development of professional qualifications of career counselors. Still the understanding of Career Guidance and its importance for young people (YP) to make informed decision needs to be further promoted to YP and their parents.

While, under the third pillar the focus of the project is on increasing the value of the nonpublic and non-formal training market in ICT and tourism. The project has supported around 15 training providers to increase the relevance and inclusiveness of the training offer. In addition, the project continuously aims at increasing the awareness of YP on the importance of LLL to be more involve in LLL.

2. Objective of the assignment

RisiAlbania is looking to engage a local Contractor to develop and implement a promotional campaign aimed at promoting Career Guidance and LLL understanding and importance, with a particular emphasis on young individuals and their parents. To achieve this objective, the approach involves working with a provider, consisting of a consortium that includes a PR company and Youth Organization(s). This composition aims to enable a holistic and comprehensive approach that combines youth perceptions and expectations on career guidance services and LLL, with a creative outreach proposal.

During this campaign the Contractor will promote the models that RisiAlbania's partners in various levels of career guidance development (local governance, universities, private intermediation, training provision) have established. In addition, the Contractor will support RisiAlbania partners (specifically for municipalities and universities) with a marketing guideline to strengthen their service promotion, for their specific audiences in the future.

In line with the above, the Contractor will promote Life Long Learning (LLL), and the models that RisiAlbania partners have established. The Contractor will also promote mobility of qualifications that is enabled through implementation of Albanian Qualification Framework (AQF).

3. Expected outputs

Within the scope of this contract, the Contractor is expected to:

- **Define the Target Group for promotion of Career Guidance and LLL**

The output will be a well-defined and concise target group persona, summarizing the characteristics of the identified segments. This profile will serve as a reference for the entire campaign, ensuring that all communication materials, initiatives, and activities align with the interests and aspirations of the different target groups, especially emphasizing the needs and interests of young people. Particular inputs from Youth Organization is encourage at this stage.

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The contractor is expected to collaborate closely with RisiAlbania staff and its partners to achieve this expected output.

- **Design a communication strategy, propose a creative concept**

The consultancy will design a comprehensive communication strategy, propose a creative concept aimed at effectively reaching the target group, with a special focus on young individuals. The strategy will involve defining key messages, segmenting the target audience, selecting appropriate channels, and outlining specific tactics for distributing the campaign content. Additionally, the strategy will ensure successful engagement with the desired audience, effectively communicating the promotion of Career Guidance and LLL, and resonating with the community. By creating engaging content and utilizing multiple communication channels, the campaign's objective is to promote the importance of career guidance ensuring broad visibility and engagement within the community. Proposals combining online and offline communication campaigns are encouraged.

Youth-centered proposals, considering peer-to-peer communication and envisaging young people as Career and LLL Ambassadors are encouraged.

The final output of this stage is a campaign strategy and timeline, which is subject to approval from RisiAlbania.

- **Implementation of the campaign**

The Contractor is responsible for the implementation of the campaign, in cooperation with RisiAlbania. The Contractor will consult with social media insights and data along the implementation, to ensure wider outreach and adjust if necessary.

- **Drafting of Marketing Guidelines for RisiAlbania partners**

The Contractor is expected to provide marketing guidelines only for Career Guidance services at universities and local government. The guidelines shall capture practical information, built upon lessons learned from the design and implementation of the campaign.

- **Monitor the effectiveness of the communication campaign**

To monitor the effectiveness of the communication campaign, a comprehensive monitoring and evaluation plan will be put in place. This plan will outline the specific indicators, data collection methods, and timeline to assess the campaign's impact.

In addition to monitoring the effectiveness of the communication campaign, careful consideration will be given to the campaign's legacy and sustainability. The monitoring and evaluation plan will capture campaign outcomes and short-term impact (awareness and perception on Career Guidance changes of targeted audiences). The Contractor will draft in cooperation with

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RisiAlbania, the detailed plan and data collection methods, to measure the outreach and in-depth penetration of campaign messages into target audiences, especially young people.

4. Deliverables

The communication consulting company will be expected to deliver the following:

- Detailed identification of the target group personas
- Development of a communication campaign that includes, a creative concept, a detailed plan of activities, communication materials, and a timeline (include timeline starting from 01 January 2024 until 30 June 2024).
- An initial monitoring and evaluation plan that includes indicators, data collection methods, and a timeline. (include timeline starting from 01 July 2024 until 30 October 2024)
- A final report that summarizes the achievements, challenges, and lessons learned.

5. Qualifications and skills

The ideal candidate will be assessed according to the following requirements:

- Excellent command of Albanian language
- A proven track record in designing and implementing successful promotional campaigns, especially under labor market issues, that target diverse audiences.
- Excellent communication and project management skills
- A team of communication experts, including copywriters, graphic designers, and digital marketing specialists
- Experience in the education or social development sector.
- Strong analytical skills and ability to synthesize information – gender and social equity analytical skills are an asset
- Knowledge of the Albanian context and culture
- Excellent command of Albanian and English language, both in speaking and writing

6. Management and reporting:

For the duration of the contract, the Company will be assigned the Intervention Managers (IMs) for reporting and accountability, and Communication Officer (CO), for communication and visibility matters. The IMs and/or CO may accompany the Contractor in several meetings and will be kept informed during work implementation.

- The scope of the work of the Contractor does not foresee using the premises of the project but does not exclude the possibility when the need arises.

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- Besides the responsibilities and expected deliverables as defined in these TORs, the Contractor is expected to continuously communicate online with the CO informing, updating on the timetable of next activities and when possible, coordinating joint ones.

7. Submission of proposals:

Proposals must be submitted in English in hard copies (2) and soft (on stick or CD) in closed and stamped envelope to the address given below, by 13 December 2023, at 15:00 o'clock. Only proposals handed in within the indicated timeline will be considered.

RisiAlbania,

Rr. Ismail Qemali, P.18, H.3, Ap.15,

Tirana, Albania

Tel.:+355 4 2248527

For any questions you might have related the application, please, contact us at

info@risialbania.al.

8. Documents to be included in the offer submission:

- Profile of consortium members, tailored to this call for applications, showing a proven track record in designing and implementing successful communication campaigns that target diverse audiences.
- CVs of key experts, including copywriters, graphic designers, and digital marketing specialists.
- 2 samples in total, from similar campaigns designed and implemented by the consortium members
- Proposed methodology and plan of activities by the applicant (consortium)
- Financial Offer

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9. Candidate assessment and selection:

The selection of the service providers will be evaluated based on a cumulative analysis of the fulfillment of the evaluation criteria. The contract will be awarded to the service provider providing the best technical and financial offer based on the evaluation criteria below:

Evaluation criteria	Maximum score per requirement
Experience in developing similar assignments, work proposal displaying the required skills	25
Financial offer	25
Accuracy and reliability of methodology, plan and activities suggested.	25
Quality of proposed experts	25
Total	100

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