

## REQUEST FOR CONSULTANCY SERVICES Service Contract (SC)

**“Building partnerships with employers on services and programs offered by  
the National Agency for Employment and Skills”**

Project Unit: RisiAlbania – Partner for Growth  
Swiss Agency for Development and Cooperation SDC  
Implemented by: Helvetas Swiss Intercooperation and Partners Albania  
Location: Tirana and Durres  
Estimated duration: June – December 2023

### 1. Background

RisiAlbania is a project of the Swiss Agency for Development and Cooperation (SDC) and implemented by a consortium consisting of HELVETAS Swiss Intercooperation and Partners Albania. The overall goal of the project is to contribute to an increase in employment opportunities for young women and men (age 15-29) in Albania. 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 career guidance and job intermediation services, (iii) Improved and developed skills of young women and men through market-oriented private non-formal skills training programmes.

RisiAlbania has currently entered its third phase which is expected to develop in the period November 2021 – October 2025. Under the second pillar, to improve the job-intermediation services and enable successful job placement for the young job seekers, National Agency for Employment and Skills (NAES) remains one of the main partners of the project. The National Agency for Employment and Skills is the institution in charge of implementing employment policies and measures, and responsible for vocational education and training. Risi supports NAES to increase the performance of the employment services with a special focus on enhancing the cooperation with businesses.

In this view, during the previous phase, RisiAlbania supported NAES by developing the methodology of cooperation with businesses, that includes the full cycle of services to the business and increased the capacities of LOs employees to serve to the businesses and to provide a unified service in all LOs across the country.

In addition, NAES has developed an online presence for employers by providing access to publish their vacancies, looking at the pool of candidates registered in NAES portal, etc. Still there is a need to strengthen the communication of NAES with employers to better promote the services of Employments Offices for them. The aim is to attract more active business to use the services of the employment offices, and to support the employment of the people with disabilities.

In partnership with:



Implemented by:



## 2. Objective of this consultancy

In view of the above, the objective of this consultancy is to support NAES to strengthen the strategic communication with employers. For this purpose, RisiAlbania invites interested and capable entities to review the engagement methodology and to develop an innovative awareness raising campaign on strengthening the partnership with employers, with a special focus on inclusion of people with disabilities in the Labour Market.

## 3. Expected Output

The Contractor will:

### 3.1. *Review the Employer's engagement strategy.*

The consultants will review the methodology of cooperation with employers to ensure an engaging, innovative, and actionable approach which reaches out and engages with the current and potential employers. A special focus will be put on increasing the usage of the online services provided through [puna.gov.al](http://puna.gov.al).

In addition, the review process should provide clear gaps and objectives that need to be pursued for a targeted and sustainable engagement strategy towards the employers. In this view, a particular focus should be on delivering the necessary information on the benefits of hiring people with disabilities and the responsibilities of the employers towards this action.

### 3.2. *Develop the communication action plan, in line with the brand identity of NAES.*

In junction with NAES responsible staff the consultants will draft an action plan on communicating relevant messages to the employers. The Action Plan shall include a communication plan, specifying all the typology of activities to be implemented, timeframe, collaborating partners and locations. The consultants will design the visual identity (look and feel) of the campaign, mood boards and all the typology of communication tools to be used, and should ensure that the campaign has an innovative, inviting, and trustful image, and clearly conveys messages on the services offered by NAES online and through employment offices.

During this phase, the consultants will also identify and develop all the related tools and promotional materials for the social media campaign, TV campaign and engagement activities.

### 3.3. *Design rising awareness campaign, including development of creative concepts, production of posts, videos, live-streams, testimonials etc.*

This campaign should drive awareness, and advocacy on employment services offered by NAES. Thus, the employers should be targeted, reached, and engaged through strong and bold messages that lead to response from their side. The consultants should ensure stronger integration of social media and digital journeys. It is expected the proposal to include various engagement approaches and techniques in social media, targeting potential collaborators, etc.

### 3.4. *Deliver campaigns with employers in selected locations to the regional employment offices around the country.*

The consultant is expected to propose engagement events with the potential clients of NAES, organized online or in person, in collaboration with other stakeholders. The proposed methodology should also include typology of events and engagement actions such as: press conferences, press briefings, workshops, luncheon briefings, networking events, debates, round tables, chamber events,

one-to-one visits, conduct informational interviews, etc.). In addition, the consultants is expected to work closely with NAES responsible staff and will guide them on all details related to events organizations. (event's scenario, moderator/s, invitations, organization of travel and accommodation for participants, branding and set up of the venue premises (including production of branding materials such as roll and other banners, back-drop, speakers' desk etc.), presentation and video equipment (projector, screen), stand provision, publicity and promotion including photo and video records, printed and electronic programs, posters, flyers, web and social media posts and promotion etc).

*3.5. Review the system of monitoring and measuring of client's satisfaction of NAES with regard to employer activities and engagement.*

Based on the system of monitoring and measuring of client's satisfaction that NAES has in place, the consultant should propose any tool needed to regularly monitor the effectiveness of the campaign reflected on the usage of the NAES' services by the employers and evaluate their satisfaction, in order to provide feedback on the areas to improve.

#### **4. Deliverables**

- Review the Employer's engagement strategy.
- Develop the communication and activities action plan.
- Design rising awareness campaigns, including development of creative concepts, production of 30 social media campaigns materials, 10 testimonials videos.
- Deliver minimum 8 meetings with employers in selected locations to the regional employment offices around the country.
- Develop the proposal on client's satisfaction measure tool.
- A report on capacity building of NAEs staff as result of their involvement in the processes and activities of this consultancy.

#### **5. Qualifications and skills**

The ideal team/ company will be assessed according to the following requirements, including project manager, creative producer, graphic designer, video maker. Submitted CVs must show how these qualifications and skills are met:

- At least 5 years' experience in project management.
- At least 5 years' experience in effective communication .
- At least 5 years' experience in digital marketing and design.
- Being familiar with the work of NAES.
- Excellent command of Albanian and English.

#### **6. Management and reporting:**

For the duration of the contract, the Company will be assigned the Component Team Leader and Intervention Manager (IM), for reporting and accountability. The consultants(s) will work closely with the National Agency for Employment and Skills assigned person. The IM may accompany the Consultants in several meetings with National Agency for Employment and Skills and other stakeholders and will be kept informed during work implementation.

- The scope of the work of the Consultants does not foresee using the premises of the project but does not exclude the possibility when the need arises.
- Besides the responsibilities and expected deliverables as defined in these TORs, the Consultants is expected to biweekly communicate online with the IM informing, updating on the timetable of next activities and when possible, coordinating joint ones.

**7. Submission of proposals:**

Proposals must be submitted in English or Albanian (English preferred) in hard copies (2) and soft (on stick or CD) in closed and stamped envelope to the address given below, by 5th of June 2023, at 16.00 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:**

- Work proposal
- Financial proposal (free format) - The fee proposed shall be disaggregated and shall clearly indicate taxes that are subject to the financial proposal.
- Up-to-date CV of consultants(s), preferably the CVs to be max 2 pages. Documentation of relevant previous experience (if possible), and contacts of the respective references.
- Previous work similar to work requested

**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	30
Financial offer	25
Accuracy and reliability of plan and activities suggested completing the assignment.	25
Quality of proposed experts	20
Total	100