

REQUEST FOR CONSULTANCY SERVICES Service Contract (SC)

**“Promoting Tourism as an attractive employment sector for young people
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: Albania
Estimated duration: April - July 2024

I. Background

RisiAlbania project is supported by the Swiss Agency for Development and Cooperation SDC, in partnership with the Ministry of Finance and Economy and implemented by a consortium consisting of HELVETAS Swiss Intercooperation and Partners Albania. RisiAlbania was initiated in 2013. Phase I of the project ran from November 2013 to October 2017, Phase II, lasted 4 years (November 2017 to October 2021). Currently the project is implementing Phase III, which lasts 4 years (November 2021 to October 2025).

The overall goal of the project is for young women and men, to be equipped with well-informed career advice and market-relevant skills, and to have increased access to better and inclusive jobs which are provided by competitive and resilient businesses. The 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 and (iii) improved and developed skills of young women and men through market-oriented private non-formal skills training programmes.

Albania, as an emerging tourism destination, has experienced rapid growth. However, the majority of its tourism is driven by coastal and beach tourism, concentrating around popular attractions, including UNESCO-listed sites like Butrint, Berat, and Gjirokastra. This concentration has led to seasonality, with resorts bustling in the summer. As an emerging European destination with a unique history and culture, Albania is focused also in the sustainable tourism.

The tourism sector, a significant employer, has faced criticism for offering low-wage, seasonal¹, and insecure employment, especially in mass tourism areas. This issue is less prevalent in niche tourism areas that require skilled guides and when partnering with smaller owner-managed businesses that provide specialized services. Reducing seasonality is key to minimizing employment insecurity and RisiAlbania has worked with several stakeholders to address this constraint.

¹ We consider the typical touristic season from April to September, both months included. Anything synonymous to “off-season”, such as “shoulder season”, used throughout this document means any touristic activity outside these months.

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On the other hand, RisiAlbania cooperates with National Agency of Employment and Skills (NAES) to support development and improvement of intermediation services. The focus of RisiAlbania support remains to strengthen the cooperation and strategic communication of NAES with employers.

Recently RisiAlbania has supported NAES to enrich the pool of job vacancies of puna.gov.al with the vacancies published in the main private portals, and to develop a communication strategy with employers to better promote the services of Employments Offices for them. The NAES's 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 addition, based on recent legal amendments in Albania, young people from 16 to 18 years old no longer need work permit by the Labour Inspectorate in Albania. Jobseekers belonging to this age group comprise an important workforce for the tourism sector. On the other hand, the sector itself offers career opportunities. Considering the above, NAES plans to run a campaign to promote tourism sector as an attractive employment opportunity, targeting young jobseekers primarily.

2. Objective of this consultancy

The objective of this consultancy is to support NAES to promote Tourism as attractive employment sector for young people to build their careers and to attract students to work in the sector during their summer holidays where it is a huge need for seasonal workers. For this purpose, RisiAlbania invites interested and capable entities to develop and implement "Work in Tourism", an innovative awareness raising communication campaign on promoting tourism as employment sector, for young people. In addition, this promotion campaign also aims at raising awareness among employers on importance of offering decent jobs for the employees. ²

3. Expected Output

The Contractor will:

3.1. *Develop the communication campaign:*

In junction with NAES responsible staff the consultants will draft an action plan on communicating relevant messages to young jobseekers and students. On the other side the campaign should target tourism businesses on increasing their awareness on the importance of offering decent jobs in Tourism for young people. The Action Plan shall include a

² Survey: Towards more and better jobs in Albania

<https://drive.google.com/file/d/1u4wc6nyRJqHBIHu4767Ea6i1JxZDXIbJ/view?usp=sharing>

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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 opportunities that Tourism sector offers for employment and career development.

3.2. Design and implement raising awareness campaign, including development of creative concepts, production of posts, videos, live-streams, testimonials etc.

This campaign should drive awareness, and advocacy on the opportunities that Tourism sector offers for employment and career development for young jobseekers in Albania (aged 16 to 29 years old). Thus, young people and tourism businesses 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.

To promote the campaign aim and to reach engagement by all actors during the campaign rolling, a kick off meeting will be organised in cooperation with contractor and NAES. The event will bring together young jobseekers, tourism actors, public and private institutions to discuss on the topic of youth employment in tourism, what is the sector offering, benefits of employer to employ young people, and why young people should embrace a career in tourism, from an early age.

3.3. Monitor the effectiveness of the 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.

The Contractor will draft in cooperation with NAES, the detailed plan and data collection methods, to measure the outreach and in-depth penetration of campaign messages into target audiences, especially young people, as well as to capture potential actions coming as result of the campaign.

4. Deliverables

- Develop the communication and activities action plan.
- Design rising awareness campaigns, including development of creative concepts, production of campaigns materials. (30 posters, 1 Promotional Video, 12 short videos)
- Develop the raising awareness campaign and social media boost (reach 100k people)
- Organization of a 3 regional meetings and kick-off event organization
- A report on effectiveness of the communication campaign

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5. Qualifications and skills

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

- A proven track record in designing and implementing successful promotional campaigns, especially under social/labour issues, that target diverse audiences.
- Excellent communication and project management skills
- A team of communication experts, including copywriters, graphic designers, video maker and digital marketing specialists
- Experience of minimum 5 years in the education or social development sector.
- Experience working with international organizations or government institutions.
- 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 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 21st of March 2024, at 13.00 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

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8. Documents to be included in the offer submission:

- Technical proposal (free format)
- 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.
- Portfolio of Previous works/campaigns

9. Candidate assessment and selection:

The selection of the service providers will be evaluated based on a cumulative analysis of the fulfilment 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 methodology, plan and activities suggested completing the assignment.	25
Quality of proposed experts	20
Total	100

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