

Call for Offer For

a Social media and communications assistant – Kosovo

# Call No: 3/225/KOS

# Background

The Institute of Strategic Studies and Prognoses (ISSP) was founded in 1998 with the vision of creating an open market society with a high level of economic, political, and individual freedom. ISSP is the first independent economic think tank in Montenegro, with 20 years of experience in conducting high-quality research and analysis. ISSP is a scientific research institution accredited by the Montenegrin Ministry of Science. ISSP is recognized in Montenegro but also in the region as an institution to set agenda for advocating reform and a vehicle to communicate economic and social change through data, analysis, and publications.

Institute for Development Policy (INDEP) was established in 2011 in Pristina, Kosovo, as a think‐tank guided by the mission to strengthen and guide sustainable socio‐political and economic development based on the principles of democracy and democratic values, equal opportunities, social and environmental justice, and human rights. To fulfill our mission’s beliefs, INDEP’s work is divided into our three core programs: Democratic Governance, Sustainable Development, and Regional Cooperation. Hence, matches our vision of a democratic society that is able to run a functional and integrated state. Customer protection is one of the core pre‐conditions to fully achieve a just society that protects all members of our society. In terms of means used, INDEP uses advocacy work and research to reach the set objectives.

Starting in March 2023, the Institute of Strategic Studies and Prognoses (ISSP) and Institute for Development Policy (INDEP) are implementing the two-year project ‘**Young NEETs: new opportunities for work and increased employability - UNEETED’** funded by the Ministry of Finance – Directorate for Finance and Contracting of the EU Assistance Funds. The overall objective of this project is to improve the social position of young people who are not in Education, Employment, or Training (NEETs) in the municipalities of Mojkovac, Bijelo Polje, Rozaje, Plav, and Gusinje in Montenegro and in Pejë, Junik, Deçan in Kosovo through enhancing their employability and connecting them with potential employers.

The key stakeholder groups are primarily representatives from the Ministry of Finance and Social Welfare, as well as the representatives of labor bureaus and social work centers. Also, the action involves the participation of representatives from non-governmental organizations, and the private sector. For the relevant stakeholders, primarily local and national authorities working to implement policies related to the NEET population, the actions of the project foresee a set of capacity-building activities, designed to meet their needs. It will result in improved policy framework and governing capacities, hence, leading to an increase in the efficiency of institutions in tackling the issues and achieving better results.

# Description of the assignment

Among others, one of the main actions of the project is to raise public awareness of the importance and vulnerability of the targeted group, the importance of their inclusion in society, and the contribution of their activation in achieving other strategic objectives at both local and national levels. The partners will use all available means of communicating with the public, websites, and social networks, in order of reaching a wider percentage of the population. After most activities of the project are completed, the project team together with the Social media and communications assistant will develop a joint publication covering the current and future labor market trends, the position of young NEETs, major findings, and suggested reforms.

The contracting party (in collaboration with ISSP and INDEP), will be in charge of planning, and creating the communication strategies, and managing the social networks of the project.

# Specification of the assignment

The bidding party is required to have outstanding verbal and written communication skills. An understanding of social media strategies and media relations is also one of the main requirements for this position. Creative and innovative are the profile of the project itself, therefore the Social media and communications assistant is expected to be like that.

The social media and communications assistant will be responsible for:

1. Supporting the project team in developing, executing, and optimizing communications strategies,
2. Assisting the team of the project with tracking media coverage, monitoring engagements, and identifying partnership opportunities,
3. Creating narrative analysis and weekly/monthly reports on social media activities, engagements, and promotional campaigns,
4. Drafting, editing, and proofreading communications for various social media channels.

The bidding party is required to bring forward a communication plan that has not been used prior in other projects. Any plagiarism from other projects will be disregarded.

The contracted party will be in charge of clear visibility of the logos of ISSP, INDEP, the donor, and the raising awareness campaign.

It is mandatory that all of the content is available in English, and Albanian.

# Eligibility of the applicant

The interested parties should meet the following criteria:

1. Have previous expertise in working with social media,
2. Excellent written and communication skills,
3. Solid proficiency in Microsoft Office Suite (Word, PowerPoint, and Outlook),
4. Basic knowledge of Social Media Marketing and Analytics,
5. Good understanding of design software and editing.

# Required Documentation

Interested parties that would like to submit their offers must submit the following documents:

* Financial Proposal
* Professional Portfolio & Certificate of Registration
* Website concept

The financial proposal should include expenses that match **2,400.00 EUR.**

# How to apply?

All interested parties are welcome to bid. The interested parties should send all the required documents listed above to the address: office@indep.info under the subject Line: ‘[Insert company’s / freelancer name] – Bid for Social media and communications assistant – Kosovo’.

However, INDEP reserves the right to contact the tenderers for further clarifications. Offers must be presented in EUR. The offers will be evaluated based on the substance of the offer provided they are within the financial limitations of this call. Only shortlisted tenderers will be invited for an interview.

# Deadline

The deadline for submission of the offers is **15 June 2023 at 23:59hr** at office@indep.info. For any questions, please do reach out to office@indep.info.