

## Terms of Reference Request for offers for:

### “Online Public Campaign”

Association "Unë, Gruaja"

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<b>Type of Contract:</b>	SERVICE PROVIDER –Expert for Online Public Campaign on Social Media - project “Local & cross-border actors work together in the environmental protection of the Prespa -Ohrid region.”
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<b>Available Fund:</b>	1000 EUR
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<b>Issuing Date:</b>	30.03.2023
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<b>Deadline for applications</b>	07.04.2023
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#### 1. General information about “Unë, Gruaja”

“Unë, Gruaja” is a non-profit organization, registered in 2003 by Tirana Instant Court. The mission of the organization is to empower women and youth in the Pogradec - Korça area through provision of services and coordinated psychological and legal support, advocacy, public awareness, citizen engagement, and environmental protection.

The association is recognized as a leader in the region regarding women’s issues and gender equality and has several years of experience in the implementation of various actions on good governance and civic participation, leadership, environment protection and gender equality, participation in local decision-making; monitoring of local government’s policies and decision making from gender perspective; advocacy and lobbying at local level; public hearings; environmental campaigns, etc.

#### 2. Purpose of the Service

The Association "Unë, Gruaja" Pogradec (UG) has started the implementation of the project “Local & cross-border actors work together in the environmental protection of the Prespa -Ohrid region" which has the main purpose to strengthen the conservation capacities of the regional community through the sharing of best practices, knowledge, and joint actions among actors across the Local Ohrid Region (LOR).

A social media expert is required to maintain the social media pages of UG, preparing information, education, and promotion materials with the support of UG and experts from LAG. Messages on social media will be formulated simply and clearly. They will include the views of both men and women regarding their role in protected areas, the importance and protection of biodiversity, sustainable environment, etc.

All the activities of the project will be posted, recommendations derived from them, opinions from participants and the wider community, articles, and success stories.

Videos and other digital works, produced by young people will be published on UG social media, FB, Instagram, YouTube etc. (2 posts per week during the contract period, about 50 posts)

### **3. Timeframe of engagement**

The expert will be engaged during April - August 2023.

### **4. Specific tasks and responsibilities:**

- Be responsible to draft an action plan for Social Media Posts.
- Prepare and publish online educational and awareness materials, press releases, statements.
- Be responsible to fulfill all the visibility criteria required.
- Able to realize in time and respond to possible requests for changes.
- Have good communication and understanding skills.
- Submit the report and the list of published links in the end of contract period.

### **5. Experience required for the candidate**

- Technical skills in social media management
- At least two years of professional experience related to environmental issue.
- Good job-related reporting skills.

### **6. Application Procedure:**

Interested applicants must submit the following documents:

- Curriculum Vitae of Expert
- Letter of interest, including Financial Offer

**The deadline for submitting the application is April 07, 2023.**

**The application can be submitted by e-mail/mail on the address [une\\_gruaja@yahoo.com](mailto:une_gruaja@yahoo.com) with the subject: *Application: Expert for Online Public Campaign on Social Media***

**by mail** enclosed in a sealed envelope at the address below:

Shoqata "Unë, Gruaja"  
Lagja 1, Rr.Rreshit Çollaku  
Pogradec

**Note: -If the application is to be sent by e-mail, the Financial Offer must be in PDF.**

**-The envelope must also bear the information: *Application: Expert for Online Public Campaign on Social Media***