



Terms of References

For procurement of services for Social Media Expert

under the project:

“Equity in food, rights and participation for a sustainable rural development”
funded by We Effect, Sweden

I. Background

“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. UG has worked in institutional level to establish and build the capacities of the Technical Working Groups in each of the Administrative Units, part of the Coordinated Referral Mechanism of Domestic Violence in the Municipality of Pogradec. The organization has consistently been actively supported by the community. The community of Pogradec has witnessed a high level of motivation, commitment, professionalism and readiness in service delivery by offering services with high quality to the community members. “Unë, Gruaja” is member of AWEN (Albanian Women Empowerment Network).

Through the implementation of the project “Equity in food, rights and participation for a sustainable rural development”, a social media expert is required to maintain the social media pages of UG, preparing informative, educational, and promotional materials with the support of UG, Door to Door and experts from LAG. Messages on social media will be formulated in a simple and clear way, including new knowledge and skills regarding food security, Sustainable Livelihoods, MSD, Disaster Risk Management, Financial Literacy, Gender Based Violence, Gender Equality, etc.

Portrayals about the activities of the project, recommendations derived from them, opinions from participants and the wider community, articles and success stories will be posted on regular bases. Videos and other digital works, produced by young people will be published on UG social media, FB, Instagram, YouTube etc.

II. Objective of the assignment

UG is looking for a qualified expert, who can provide the appropriate services to maintain the social media pages of UG, preparing informative, educational, and promotional materials

In this context, the expert will be responsible to:

- Draft an action plan for Social Media Posts.
- Prepare and publish online educational and awareness materials, press releases, statements (2-3 per week).

- Fulfill all the visibility criteria required.
- Realize in time and respond to possible requests for changes.
- Communicate ethically and effectively
- Submit the report and the list of published links in the end of contract period.

III. Duty travel & accommodation

The assignment is a remote work.

If it will be necessary to attend specific activities, the travel will be reimbursed.

Reference: The expert service will be provided in the frame of the **10.1 Management and administration**

IV. Coordination & reporting

Selected expert will work under direct supervision of the UG’s project manager. The project manager & project assistant will be responsible for sharing the available information and related documents to the expert and reply to the question/s that designated expert might have.

Logistical support to the expert is expected to be delivered by UG’s project team members coordinated by the project manager. The staff members of UG are also going to provide contacts of the pertinent stakeholders if there is a need for some detailed bilateral communication.

The Expert will be reporting directly to UG’s project manager. The project manager & project assistant will be in charge of monitoring the posts related the information shared and the visibility criteria.

Deliverables:	Timelines
1. Plan and design an action plan of posting in social media of UG	By the end of May 2023
2. Prepare the materials and post on social media	May-December 2023
3. Report	December 2023
4. UG’s approval provided, and payment implemented	By the end of December 2023

Table 1. Timeline for delivery of the expected products

V. Qualification requirements

The expert shall hold the following skills and experience:

- Technical skills in social media management
- At least one year of professional experience related to food security, Sustainable Livelihoods, MSD, Disaster Risk Management, Financial Literacy, Gender Based Violence, Gender Equality, etc.

- Experience in content ideation and development clearly communicating ideas for social media, web pages, print and audio-visual productions.
- Experience in content conception and development in a manner that is clear, concise, truthful and responsible for social media, web pages, print and audio-visual productions.
- Have good communication and understanding skills
- Good job-related reporting skills.

The contracted expert will be obligated to perform the following competences:

- Demonstrate integrity and fairness by modeling “Unë, Gruaja” values and ethical principles.
- Demonstrate professional competency, diligence and efficiency in meeting the commitments.
- Observing deadlines and achieving results.
- Demonstrate ability to work independently and in the team.
- Display cultural, gender, ethnic, religious and age sensitivity, and adaptability.

Selected expert will be requested to communicate with the project manager for any unclear situation or challenge that the expert might face during the implementation of the tasks, especially the challenges in practicing the above-mentioned competences.

VI. Application procedure:

- Offers should be submitted by 25 May **2023 deadline until 4 p.m.**
- Offers should be submitted to une_gruaja@yahoo.com and Cc to afrovitig@yahoo.com.
- The Offer should include the financial offer, which should be inclusive of any other costs (such as health and travel insurance) and taxes.
- The contact person who should be contacted in case of any questions related to the ToR.
- The signed Declaration of Relationships

All the above-mentioned documents should be attached to one email sent to une_gruaja@yahoo.com and Cc to afrovitig@yahoo.com

VII. Evaluation of the offers

The incomplete applications or applications received after the deadline for submission will not be taken into consideration.

The evaluation of offers will be based on the “best value for money principle” by using a weighted scoring method to evaluate the combination of the applicants’ qualification (70%) and financial proposal (30%).

The most responsive/compliant/acceptable proposal, having received the highest combined score out of a weighted technical and financial evaluation specific to the solicitation, will be selected. The offers will be evaluated based on the technical criteria and financial criteria.

1. Technical evaluation (70%): [1+2+3/30% + 30% + 10% = 70%]

- a) Evaluation of professional experience (relevance, 30%). Expertise and experience: Number of years of experience in the fields relating to Terms of Reference; Similar assignments; Proven track-record of delivering the services.
- b) Evaluation of proposed visibility and approach (30%):
- c) Evaluation of communication, teamwork, and reporting skills (10%)

Only the candidates who will reach the threshold of 60% of the technical qualification will be considered for the financial evaluation.

2. Financial evaluation (30%)

Based on the formula: $30 * (\text{Lowest Price} / \text{Proposed Price})$.

VIII. Cost of the mandate & Terms of payment

This assignment consists of around 100 posts on social media and maximum budget of 190000**ALL**. Payments will be as follows: A 50% payment on September upon receipt the interim report (and links of 50 posts), and 50 % final payment upon receipt and approval of the final report.

Due to the expected value and duration of the contract, this assignment considers payment to be realized in two installments upon approval of the deliverables described with this TOR.

The payment will be realized based on the email sent to une_gruaja@yahoo.com and afrovitig@yahoo.com. The email should contain the following components:

- Email Body Text (preferably in English language):
 - Official request for payment.
 - Link for downloading the pictures and video materials if applicable.
- Email Attachments:
 - A brief summary report on the process and results of the assignments, providing a list with the respective links of the posts as well.
 - Copies of the designed materials prepared.

IX. Declaration of relationships

The Applicant shall describe if their organization/employees have any business or personal relationships with closely associated party from UG, We Effect, its Regional Office in Skopje, its governing bodies and employees or with similar bodies/persons of the Client.

Closely associated party (persons, physical or legal) as per We Effect's definition is considered person who has the possibility to exert control over, or significant influence on, the other person when it comes to financial and operative decision-making concerning an activity. The purpose of the Declaration is to disclose such information which makes the application and evaluation

process more transparent and supports the bids in its relevance according to conditions on the open market