

## REQUEST FOR OFFER

### 1. Information on Submission of the Offers

<b>Publication reference:</b>	YouThrive-2
<b>Project Title:</b>	YouThrive: Empowering Lezha’s Youth for the Digital Workforce
<b>Subject of the contract:</b>	Training and Mentoring Services for Social Media Management & Content Creation
<b>Contracting Authority:</b>	EuroPartners Development
<b>Maximum Budget:</b>	Maximum budget available for <b>Training Services</b> for Social Media Management & Content Creation <b>EUR 2400</b>  Maximum budget available for <b>Mentoring Services</b> for Social Media Management & Content Creation <b>EUR 2000</b>
<b>Deadline for application:</b>	<b>26.12.2025 at 23.59 hrs (Tirana Time)</b>

### 2. Contract description/technical specification

“YouThrive: Empowering Lezha’s Youth for the Digital Workforce” is a project implemented by EuroPartners Development and funded by Agence Française de Développement (AFD) under the BOOST Programme, coordinated by ALDA. The project aims to empower young people in the Municipality of Lezha by equipping them with practical digital skills, career-development competencies, and freelancing guidance. By doing so, the project supports youth to access sustainable economic opportunities, contribute to local development, and build future-ready digital careers while remaining within their communities.

#### Objectives of the Project

- Strengthen the role of Lezha’s youth in local development through targeted digital-skills training and mentorship.
- Equip young people aged 15–29 with practical tools needed for today’s job market.
- Support youth in accessing income-generating opportunities, including freelancing, remote work, and digital employment.
- Contribute to socio-economic inclusion, local economic development, and EU-oriented

growth by enabling youth to “work globally while living locally.”

### Short Description of the Assignment

The expert will provide **both training and mentorship services** to youth aged 15–29 participating in the “YouThrive” project. The role includes delivering a **6-week online training module** on *Social Media Management and Content Creation*, covering account setup, content planning, copywriting, basic design (Canva), analytics, and promotional strategies. The expert will prepare practical exercises and guide participants in building their first portfolio pieces and digital assets.

In addition to the training, the expert will serve as a Mentor, supporting participants in applying their learning to real-world tasks. This includes reviewing assignments, providing individualized feedback, helping youth refine their social media content, and offering guidance on using these skills for employment opportunities, focusing especially on freelance online or hybrid, opportunities.

The mentor will also contribute to the development of participants’ job-ready profiles, ensuring their social media and content-creation skills translate into employable outputs.

All sessions will be delivered online following the project schedule and division of batches, and recordings will be uploaded to the private project repository. The expert will work closely with the project team to ensure high engagement, continuous student motivation and completion of high-quality training outcomes.

*For more details on the deliverables please refer to the Terms of References of this call.*

### **3. Maximum budget**

**Maximum budget for Training Services for Social Media Management & Content Creation is 2400 EUR.**

**Maximum budget for Mentoring Services for Social Media Management & Content Creation is 2000 EUR.**

**The total budget for this assignment is 4400 EUR (all local tax included).**

### **4. Selection Criteria**

The following selection criteria will be applied to candidates:

#### Qualifications and skills

The expert to be contracted must meet the following criteria:



- **University degree** in Marketing, Communications, Digital Media, Business Administration, or a related field; Relevant certifications in digital marketing, social media, content creation, or online advertising are an asset.
- **Minimum 7 years of professional experience** in social media management, digital marketing, or content creation for businesses, NGOs, or personal brands, supported by a demonstrated portfolio of work for clients, SMEs, or online brands, and proven expertise in designing and implementing effective social media strategies, including content planning, analytics, paid advertising, and community engagement, across platforms such as Facebook, Instagram, TikTok, LinkedIn, and YouTube.
- **Strong ability to create high-quality visual, written, and video content** using tools such as Canva, CapCut, Adobe and similar platforms.
- **At least 5 years of experience** as a trainer, mentor, or instructor (online and in-person) in social media, digital marketing or related fields, with proven ability to maintain high youth engagement, especially in online learning environments.
- **Experience developing structured training materials**, including slides, exercises, templates, and assignments, and providing clear, constructive, and motivational feedback to learners.
- **Previous experience supporting youth, beginners, or vulnerable groups** in developing digital or creative skills, particularly within youth empowerment, employability, digital skills, or career development programs, is considered a strong asset.
- **Good understanding of the Albanian youth context**, especially in underdeveloped and rural areas.
- **Familiarity with freelancing platforms** (Upwork, Fiverr and similar platforms) and understanding of how social-media-related services are packaged, priced, and delivered online in these platforms is a strong asset.
- **Native Albanian** for training and mentoring delivery.
- **Excellent command of English (minimum C1)** for guiding youth on global content trends, digital tools, and sector-specific terminology.

## 5. Award criteria

The best price-quality ratio is established by weighing technical quality against price on an **80/20 basis**.

## 6. Application procedure

All interested applicants should submit their offer via email at: [epd2@europartners.al](mailto:epd2@europartners.al) including:

- Updated CV (in English language)
- At least three verifiable references or service delivery records confirming prior experience in social media management/digital marketing.
- Financial Offer in EUR (as per the template attached)<sup>1</sup>
- Signed Statement of Integrity, Eligibility and Environmental and Social Responsibility (Attached)

The email **subject line** must read: **“YouThrive-2\_ Trainer & Mentor for Social Media & Content Creation [Name of Candidate]”**

Applications must be received **by 26 December 2025, 23:59 (Tirana time)**, in **English, exclusively by email** to the address above. Late submissions will not be considered. PDF format is required.

Applications submitted by any other means will not be considered.

## 7. Evaluation of offers

The offers will be evaluated based on conformity with the requirements of this procedure. A technical and financial evaluation will be performed by the evaluation committee on the technical and financial admissibility of tenders.

## 8. Evaluation Grid

The Evaluation grid for the technical and financial score is specified as follows:

<p><b>1. Educational Background</b></p>	<ul style="list-style-type: none"> <li>• University degree in Marketing, Communications, Digital Media, Business Administration, or related field</li> <li>• Relevant certifications in digital marketing, social media, content creation, or online advertising</li> </ul>	<p><b>5 points</b></p>
<p><b>2. Professional experience in social media &amp; digital marketing</b></p>	<ul style="list-style-type: none"> <li>• Minimum 7 years of experience in social media management, digital marketing, or content creation</li> <li>• Demonstrated portfolio of work for clients/SMEs/brands</li> <li>• Experience designing &amp; implementing social media strategies (planning, analytics, ads, engagement)</li> </ul>	<p><b>25 points</b></p>

<sup>1</sup> Applicants must submit a single Financial Offer file with separate financial sections for Training Services and Mentoring Services.

	<ul style="list-style-type: none"> <li>• Experience across multiple platforms: Facebook, Instagram, TikTok, LinkedIn, YouTube</li> </ul>	
<b>3. Content Creation Skills</b>	<ul style="list-style-type: none"> <li>• Ability to create visual, written, and video content</li> <li>• Use of tools such as Canva, CapCut, Adobe Suite, etc.</li> </ul>	<b>15 points</b>
<b>4. Experience as Trainer / Mentor</b>	<ul style="list-style-type: none"> <li>• Minimum 5 years of training/mentoring experience (online &amp; in-person) in digital marketing and social media related fields</li> <li>• Demonstrated ability to maintain high youth engagement</li> <li>• Experience developing structured training materials (slides, exercises, templates, assignments)</li> <li>• Demonstrated ability to provide clear, constructive, motivational feedback</li> </ul>	<b>25 points</b>
<b>5. Experience Working with Youth / Vulnerable Groups and familiarity with the Albanian Youth Context</b>	<ul style="list-style-type: none"> <li>• Experience supporting youth, beginners, or vulnerable groups in digital or creative skill development</li> <li>• Understanding of youth in underdeveloped and rural areas</li> </ul>	<b>3 points</b>
<b>6. Freelancing Platforms Knowledge</b>	<ul style="list-style-type: none"> <li>• Familiarity with freelancing platforms (Upwork, Fiverr and similar) &amp; packaging/pricing digital services</li> </ul>	<b>5 points</b>
<b>7. Language Requirements</b>	<ul style="list-style-type: none"> <li>• Native Albanian speaker</li> <li>• Excellent English level (C1 or higher)</li> </ul>	<b>2 points</b>
<b>Total Points</b>		<b>80 Points</b>
<b>B. Financial Offer</b>		
		<b>20 points</b>
<b>Overall total score</b>		<b>100 points</b>

## 9. Notification of award

The contracting authority will inform all tenderers simultaneously and individually of the award decision.

## 10. Confidentiality

EuroPartners Development (EPD) acknowledges that the information received from Applicants under this Request for Offers may be of a confidential nature. EPD shall use the same degree of care with Applicant's confidential information as it uses to protect its own confidential information.

## 11. Other

For more information the applicants may consult the Terms of Reference attached to this call for offers.