

REQUEST FOR OFFER

1. Information on Submission of the Offers

Publication reference:	YouThrive-1
Project Title:	YouThrive: Empowering Lezha’s Youth for the Digital Workforce
Subject of the contract:	Communication Expert
Contracting Authority:	EuroPartners Development
Maximum Budget:	Maximum budget available EUR 5000
Deadline for application:	02.12.2025 at 23.59 hrs (Tirana Time)

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 assignment consists of engaging one Communication Expert for approximately 10 months to design and implement all communication and visibility activities of the YouThrive project. The expert will prepare and execute the Communication & Visibility Plan, run targeted outreach and Meta ads campaigns, produce communication content, manage social media presence, ensure donor-compliant visibility, support key project events, and contribute to interim and final reporting.

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

3. Maximum budget

Maximum budget for this assignment is **5000 EUR** (*all local taxes 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:

- **Bachelor's degree** in communications, marketing, public relations, media, journalism, social sciences, or a related field; A **Master's degree** is an asset.
- At least **5 years of demonstrated experience** in designing and implementing communication strategies, including audience targeting, content planning, media outreach, and Meta Ads campaign management for donor-funded or nonprofit projects.
- **Proven experience** in press and media relations, including preparing press releases, coordinating interviews, and managing visibility efforts for organizations or events.
- **Experience with EU and other Donor funded projects** and **communication standards** (principles of transparency, ethics, and visibility).
- **Fluency in Albanian** and a **strong working knowledge of English**.
- **Excellent copywriting, editorial, and storytelling abilities** for diverse audiences.
- **Strong coordination, responsiveness, and documentation skills**.
- **Proficient in Microsoft Office Suite**, with intermediate skills in graphic and presentation design software (e.g., Canva, PowerPoint, Adobe tools).

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 including:

- Updated CV (in English language)
- At least 3 reference letters from previous employers and contractors
- Financial Offer in EUR (as per the template attached)
- Signed Statement of Integrity, Eligibility and Environmental and Social Responsibility (Attached)

The email **subject line** must read: **“YouThrive-1_Communication Expert [Name of Candidate]”**

Applications must be received **by 2 December 2025, 23:59 (Europe/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:

A .Professional Skills and Experience		Max Points
1. Academic Background	Bachelor’s degree in communications, marketing, PR, media, journalism, social sciences, or related field (mandatory). Master’s degree is an asset.	10 Points
2. Experience in Communication	Minimum 5 years of experience designing and implementing communication strategies, audience	30 Points

Strategy, Media Outreach & Press Relations	targeting, content planning, Meta Ads, media outreach, preparing press releases, coordinating interviews, and managing visibility for organizations/projects.	
3. Experience with EU/Donor Projects & Visibility Standards	Experience with EU or other donor-funded projects, applying principles of transparency, ethics, visibility, and branding guidelines.	10 Points
4. Writing & Storytelling Expertise	Experience developing audience-specific communication materials and messaging.	10 Points
5. Language Skills	Native in Albanian and strong working knowledge of English	10 Points
6. Coordination, Responsiveness & Documentation Skills	Demonstrated experience in coordinating tasks, ensure timely communication, maintain documentation, and work with multiple stakeholders.	5 Points
7. Digital & Design Skills	Proficiency in Microsoft Office and intermediate competence in Canva, PowerPoint, and/or Adobe tools for producing communication materials.	5 Points
Total Points		80 Points
B. Financial Offer		20 Points
Overall total score		100 Points

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.