

Terms of Reference (ToR)

Project: "YouThrive: Empowering Lezha's Youth for the Digital Workforce"

Ref. number: YouThrive-2

Expert for: "Trainer & Mentor for Social Media Management & Content Creation"



Table of Contents

1. Background information	3
2. Purpose and Objectives	3
2.1 Purpose.....	3
2.2 Objectives	4
3. Deliverables	4
4. Expert Profile	6
5. Location and duration	6
6. Starting date and implementation of assignment	7
7. Reporting	7
8. Ownership & Compliance	7

1. Background information

EuroPartners Development (EPD) is an Albanian-based organization dedicated to advancing society toward meaningful cultural and institutional transformation in the context of European Integration. Its mission is to strengthen capacities, inform and educate, and encourage active participation among public and non-public institutions, communities, and citizens in democratic and socio-economic development processes and reforms.

Over the years, EPD has evolved into a professional service-providing organization with strong expertise in institutional capacity building, EU-related reforms, economic and regional development, civil service, and public finance. Its work also places a strong emphasis on **youth empowerment, job creation, and fostering local economic development**, helping communities build skills, expand opportunities, and stimulate sustainable growth at the regional and national level.

“YouThrive: Empowering Lezha’s Youth for the Digital Workforce” is a project funded by the **Agence Française de Développement (AFD)** under the **BOOST¹ programme, coordinated by ALDA – European Association for Local Democracy**. The project is implemented in the Municipality of Lezha, Albania, by EuroPartners Development and aims to empower young people in Lezha by strengthening their role in local development through practical digital-skills training, career-development support, and freelancing guidance. By equipping them with the tools for today’s job market, the project helps youth access sustainable economic opportunities and actively contribute to the social and economic growth of their communities. More than a training and mentorship initiative, YouThrive is a stepping stone toward financial independence, professional confidence, and the ability to stay and succeed in Lezha. It empowers young people to work globally while living locally, without needing to migrate. It offers families hope, businesses fresh talent, and the region a model of inclusive, future-ready development. By helping youth build flexible, digital careers from their own communities, the project supports both individual empowerment and broader efforts toward economic inclusion and EU integration.

2. Purpose and Objectives

2.1 Purpose

The purpose of this assignment is to design and deliver a comprehensive online training and mentorship program that equips 60 youth from Lezha Municipality with practical, job-ready skills in social media management and content creation. The expert will provide hands-on training covering account setup, content planning, copywriting, basic design tools, analytics, and promotional strategies, and will guide participants in creating their first personal portfolios. Additionally, through structured mentorship circles, the expert will support youth

¹ Balkans for Optimising Opportunities, Sustainability and Transformation of Civil Society

in refining their content, strengthening their digital communication skills, and understanding how to position and present their social media competencies to potential clients, employers, or local businesses.

2.2 Objectives

- Deliver a 6-week online training module that equips participants with practical skills in social media management and content creation, including account setup, content planning, copywriting, visual and video design using digital tools, analytics, and promotional techniques.
- Provide one-to-one and small-group mentorship to help participants refine their content, improve the quality of their creative outputs, build confidence in digital communication, and develop portfolio pieces through tailored, constructive feedback.
- Guide participants in understanding how to further develop and apply their social media and content creation skills in the digital marketing field by offering insights, examples, and practical advice drawn from professional experience, helping them strengthen their portfolios and confidence in pursuing related opportunities.

3. Deliverables

For the delivery of the assignment, the following are required:

1. Training Plan & Curriculum	Develop a detailed training plan and session-by-session curriculum for the 6-week Social Media Management & Content Creation module, including learning outcomes, topics, exercises, and required tools.
2. Training Materials	<p>Complete set of training materials, including:</p> <ul style="list-style-type: none"> • presentation slides • practical exercises and assignments • templates (e.g., content calendar, post formats, etc.) • lit of resources and tools <p><i>All materials must be provided in editable and final formats to the project team.</i></p>
3. Delivery of 6-Week Online Training	<p>Successful delivery of all scheduled training sessions (fully online), covering:</p> <ul style="list-style-type: none"> • account/page setup • content planning and copywriting • visual content and video creation (basic tools like Canva, CapCut, etc.)



	<ul style="list-style-type: none"> analytics basics and promotional tools applied content creation tasks <p><i>Attendance sheets and session recordings must be submitted after each session.</i></p>
4. Individual and Group Mentorship Sessions	<p>Delivery of one-to-one and small-group mentorship sessions, including:</p> <ul style="list-style-type: none"> feedback on assignments and creative outputs guidance on improving content quality support in developing portfolio-ready pieces work related advice based on mentor's experience in the social media/digital marketing field <p><i>A short mentorship log must be submitted documenting topics covered and progress observed.</i></p>
5. Participant Portfolio Outputs	<p>Support participants in producing:</p> <ul style="list-style-type: none"> at least 2–3 sample posts or content pieces each a simple, structured digital portfolio folder showcasing their work The expert trainer/mentor must review and approve the final outputs.
6. Session Recordings & Repository Uploads	<p>All online training and mentorship sessions must be recorded and uploaded to the project's designated folder, labelled with the session title and batch number, to ensure easy access and tracking by the project team, who will then upload them to the online repository for use by the participating youth.</p>
7. Training Progress Report	<p>Submission of a short progress report (4 pages max) upon finalisation of the 6 weeks of training sessions, summarizing:</p> <ul style="list-style-type: none"> attendance and participation levels learner engagement and completion of assignments challenges identified during the training phase observed improvements in participants' skills recommendations for support during the mentorship phase <p><i>(Report format to be provided by the project team.)</i></p>
8. Final Mentorship & Assignment Completion Report	<p>Submission of one comprehensive final report (4 pages max) upon completion of the mentorship phase, including:</p> <ul style="list-style-type: none"> summary of training delivered and overall structure summary of mentorship provided (individual and group) participant performance overview and progression assessment of the quality of portfolio outputs recommendations for future iterations of the program <p><i>(Report format to be provided by the project team.)</i></p>

4. Expert Profile

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. Location

The training and mentoring sessions will be delivered online, while several preparatory working days will take place at EuroPartners Development's offices. The assignment also includes up to two field visits to Lezha Municipality for the kick-off and final project event.

6. Starting date and implementation of assignment

Assignment Duration: 44 Working Days Total

- **24 WDays** – Training Services
- **20 WDays** – Mentoring Services

Each working day will cover both: (i) live training / mentoring sessions, and (ii) related tasks such as preparatory work, curricula development/ exercise design, reviewing participant work, preparing feedback, follow-up guidance, maintaining logs/progress trackers, and coordination.

Training Sessions (March – April 2025)

- Participants will be divided into **two groups of 30**.
- The trainer will deliver **up to 4 days training per week**.
- Each group attends training **2 days per week**, meaning:
 - **Group 1:** 2 training days/week (up to 2 hours per training)
 - **Group 2:** 2 training days/week (up to 2 hours per training)

Mentoring Sessions (April – August 2025)

- The mentor will provide **20 WDays** of mentoring spread out over this period.
- Each mentorship session shall last up to 2 hours max over a maximum period of 5 months with flexibility to adjust time schedules as per student needs.

7. Reporting

The Expert shall work in close coordination with the Project Manager, providing regular updates on the training and mentoring sessions progress. The Expert will provide a structured Training Progress Report and a Final Mentorship & Assignment Completion Report which shall be used for the interim and final project report.

All updates and reports must be submitted in English, in accordance with the deadlines established by the Project Manager.

8. Ownership & Compliance

All work products become the property of EuroPartners Development for non-exclusive use under the project; donor visibility/crediting (AFD/BOOST/ALDA) is mandatory on public-facing materials. The Expert must comply with privacy/data-protection, safeguarding, and ethical communication standards.