

## **Terms of Reference (ToR)**

**Project:** “YouThrive: Empowering Lezha’s Youth for the Digital Workforce”

**Ref. number:** YouThrive-1

**Expert for:** “Communication Services”



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## 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 **BOOST<sup>1</sup> 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

To contract a Communications Expert for the duration of approximately 10 months to design and execute the project’s communication and visibility work, ensuring effective outreach, compliant branding/crediting, and data-driven dissemination of results.

### 2.2 Objectives

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<sup>1</sup> Balkans for Optimising Opportunities, Sustainability and Transformation of Civil Society

- Design a clear, donor-compliant Communication & Visibility Plan for *YouThrive*.
- Run a targeted outreach and Meta (Facebook/Instagram) ads campaign to generate quality applications of potential training candidates and sustained engagement throughout the project.
- Track and report outreach campaign performance;
- Produce and publish compelling content that showcases youth learning, mentorship, and outcomes;
- Support two key events of the project (The initial trainee onboarding event and the Business <> Trainee “Matchmaking” final event)

### 3. Deliverables

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

<p><b>Communication &amp; Visibility Plan</b> (<i>Month 1</i>)</p>	<p>Develop a Communication Strategy with a 3-month social-media content calendar, design weekly donor-compliant posts (using Canva or similar programs), and submit for EPD Project Manager approval with periodic refreshes during delivery.</p>
<p><b>Continuous Social Outreach and communication through social media</b> (<i>Months 1-10</i>)</p>	<p>Post weekly on EPD social media covering project activities, milestones, and participant stories as well as respond promptly to project-related messages and inquiries received via social media.</p>
<p><b>Meta Paid Ads for Recruitment &amp; Visibility</b> (<i>Month 1 and 2</i>)</p>	<p>Run and manage a targeted Meta (Facebook/Instagram) campaigns to support applications of trainees, general outreach and overall project visibility, ensuring clear objectives, basic tracking of key metrics, regular optimization updates, and a concise summary report at the end of each campaign.</p>
<p><b>Design of Visual Materials</b> (<i>Month 2 and 8</i>)</p>	<p>Create banners, promotional assets, and presentation templates for trainers and mentors aligned with project branding and donor visibility standards.</p>
<p><b>Press &amp; Web Visibility (at least 2 releases/briefings)</b> (<i>Month 3 and 10</i>)</p>	<p>Prepare and publish at least two press releases or media briefings, one at the project launch and one at project closeout, and provide final web links or screenshots as evidence of visibility.</p>
<p><b>Event Communications (Onboarding &amp; Matchmaking)</b> (<i>Month 3 and 10</i>)</p>	<p>Provide on-site or remote coverage of key project events through photo and video highlights accompanied by short recap posts.</p>

<p><b>Interim and final report</b> <i>(Month 5 and 10)</i></p>	<p>Provide input related to communication activities on the <b>interim report</b> summarizing activities, performance metrics, key content delivered, and visibility results up to the mid-term point, followed by a <b>final communication report</b> detailing overall achievements, analytics and lessons learned.</p>
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#### 4. Expert Profile

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. Location

**Location:** Hybrid, with primary work based at Europartners Development’s offices in Tirana, and up to two field visits to Lezha Municipality for communication coverage of key events and content capture, as required.

#### 6. Starting date and implementation of assignment

The duration of assignment is **50 WDs** and will be implemented starting from **December, 2025 – October, 2025**

## 7. Reporting

The Expert shall work in close coordination with the Project Manager, **providing regular input and updates on all communication and outreach activities**. The Expert will contribute to both the interim and final project reports, ensuring a clear and professional description of the communication work implemented.

Each report shall outline the activities carried out, methodology and tools used, deliverables produced, and results achieved, while also identifying challenges encountered, mitigation measures applied, lessons learned, and recommendations for future actions.

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

## 8. Ownership & Compliance

All work products (source files, ads copy, visuals, datasets) 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.