

## Terms of Reference (ToR)

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

**Ref. number:** YouThrive-4

**Expert for:** "Trainer & Mentor for Freelancing and CV Building"



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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

The purpose of this assignment is to design and deliver a comprehensive online training and mentorship program aimed at equipping 60 young people from Lezhë Municipality with practical, job-ready technical and soft skills for freelancing, remote work, and employment readiness. The expert will deliver hands-on training on freelancing work methods, covering online freelancing fundamentals, the use of platforms such as Fiverr and Upwork, profile setup and service positioning, proposal writing, and essential soft

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

skills, including client communication, personal branding, time management, and professional work habits.

The expert will guide participants through practical, hands-on exercises leading to the creation, completion, and publication of freelancer profiles that are ready to offer services online. The training will be supported by practical examples, tools, and assignments aligned with real-world freelancing scenarios and current market requirements. LinkedIn will also be addressed within the program as a professional networking and job-search platform, rather than as a direct freelancing marketplace.

In addition to the training component, the expert will deliver structured mentorship through one-to-one and small-group mentorship circles. This mentoring will support participants in CV development, LinkedIn profile optimization, career planning, and in addressing individual questions related to freelancing accounts and job applications.

## 2.2 Objectives

- Deliver a 4-week online training module that equips participants with practical skills for remote freelancing work, including the use of platforms such as Fiverr and Upwork, profile setup and service positioning, proposal writing, and key soft skills such as client communication, personal branding, time management, and professional work habits.
- Provide individual and small-group mentorship to support participants in developing stronger CVs that enhance their job acquisition opportunities, optimizing their LinkedIn profiles, conducting effective job research, and addressing specific questions related to freelancing accounts and job applications.
- Support participants in developing personalized career plans, enabling them to identify suitable career pathways, employment goals, and skill development strategies for both local and international opportunities. This includes providing guidance on European career pathways and mobility opportunities, as well as relevant EU job platforms and support resources.

## 3. Deliverables

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

<p><b>1. Training Plan &amp; Curriculum</b></p>	<p>Develop a detailed 4 weeks training plan and session-by-session curriculum for the <b>Freelancing, Soft Skills, and CV Building module</b>, including learning outcomes, session topics, practical exercises, assignments, and required tools aligned with freelancing, remote work, and employability objectives.</p>
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<p><b>2. Training Materials</b></p>	<p>Complete set of training materials, including:</p> <ul style="list-style-type: none"> <li>• presentation slides</li> <li>• practical exercises and assignments</li> <li>• templates (e.g. freelancer profile templates, proposal samples, CV and career planning templates,)</li> <li>• lit of resources and tools</li> </ul> <p><i>All materials must be provided in editable and final formats to the project team.</i></p>
<p><b>3. Delivery of 4-Week Online Training</b></p>	<p>Successful delivery of all scheduled training sessions (fully online), covering:</p> <ul style="list-style-type: none"> <li>• online freelancing fundamentals and work models</li> <li>• use of freelancing platforms (e.g. Fiverr, Upwork), including profile setup and service positioning</li> <li>• proposal writing, pricing basics, and client communication</li> <li>• job-readiness and soft skills, including personal branding, time management, and professional work habits</li> <li>• practical, applied freelancing and employability tasks based on real-life scenarios</li> </ul> <p><i>Attendance sheets and session recordings must be submitted after each session.</i></p>
<p><b>4. Individual and Group Mentorship Sessions</b></p>	<p>Delivery of one-to-one and small-group mentorship sessions, including:</p> <ul style="list-style-type: none"> <li>• feedback on assignments and freelancer profiles</li> <li>• guidance on CV development, LinkedIn profile optimization, and career positioning</li> <li>• support in refining proposals, portfolios, and professional profiles</li> <li>• career and work-related guidance based on the mentor’s experience in freelancing, remote work, and employability</li> </ul>
<p><b>5. Participant Career &amp; Freelancing Outputs</b></p>	<p>Support participants in producing:</p> <ul style="list-style-type: none"> <li>• a completed freelancer profile on at least one online platform or a simulated professional profile</li> <li>• a professional CV and an optimized LinkedIn profile</li> <li>• a basic career plan outlining employment or freelancing goals and next steps</li> </ul>
<p><b>6. Session Recordings &amp; Repository Uploads</b></p>	<p>All training and mentorship sessions must be recorded and uploaded to the project’s designated folder, clearly labelled with the session title and participant group/batch, to allow tracking and subsequent upload to the project’s online repository for participant access.</p>
<p><b>7. Training Progress Report</b></p>	<p>Submission of a short progress report (4 pages max) upon finalisation of the 4 weeks of training sessions, summarizing:</p>

	<ul style="list-style-type: none"> <li>• attendance and participation levels</li> <li>• learner engagement and completion of assignments</li> <li>• challenges identified during the training phase</li> <li>• observed improvements in participants’ skills</li> <li>• recommendations for support during the mentorship phase</li> </ul> <p><i>(Report format to be provided by the project team.)</i></p>
<p><b>8. Final Mentorship &amp; Assignment Completion Report</b></p>	<p>Submission of one comprehensive final report (4 pages max) upon completion of the mentorship phase, including:</p> <ul style="list-style-type: none"> <li>• overview of training delivered and overall structure</li> <li>• summary of mentoring activities (individual and group)</li> <li>• participant performance and progression</li> <li>• assessment of CVs, freelancer profiles, and career plans</li> <li>• recommendations for future editions of the program</li> </ul> <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 Business Administration, Digital Media, Human Resources, Education Sciences, Social Sciences, or a related discipline relevant to employability and workforce development. Additional certifications in freelancing, digital marketing, employability, career guidance, will be considered an asset.
- Minimum 5 years of professional experience in freelancing or digital work (ideally digital marketing or related fields), with demonstrated practical knowledge of freelancing platforms (e.g. Upwork, Fiverr), including profile and portfolio development, service positioning, proposal writing, pricing, client communication, and delivery of digital services for online or local markets.
- At least 4 years of experience delivering training in freelancing, employability, or digital skills, including hands-on support in CV building, LinkedIn optimization, career planning, and the development of structured learning materials and practical assignments.
- Proven experience working with EU employers, job creation platforms, and/or donor-funded employability projects is considered a strong asset.
- Proven experience supporting youth and vulnerable groups in employability and digital skills initiatives, alongside strong knowledge of the Albanian labor market and youth-related challenges in rural and underserved areas.

- Strong facilitation, communication, and mentoring skills, with the ability to motivate and actively engage youth learners in both online and in-person learning environments.
- Native or fluent Albanian for training and mentoring delivery.
- Excellent command of English (minimum C1), enabling guidance on international freelancing markets, global career opportunities, and EU-related programs and resources.

## 5. Location

The training and mentoring sessions will be delivered online. 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: 36 Working Days Total

- **16 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 (June – July 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 session)
  - **Group 2:** 2 training days/week (up to 2 hours per training session)

### Mentoring Sessions (June – August 2025)

- The mentor will provide **20 WDays** of mentoring spread out over this period.
- Each online mentorship session shall last up to 2 hours over a period 3 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.