

# Procurement Notice

*Assignment name: Senior Expert in Communications*

**Activity number: 20035 Advance Phase of PA Awards Ceremony Design and Event Execution**

## **Section 1. Introductory Information**

### 1.1 Background information on the Regional School of Public Administration (ReSPA)

The Regional School of Public Administration (ReSPA) is the inter-governmental organization for enhancing regional cooperation, promoting shared learning and supporting the development of public administration in the Western Balkans. ReSPA Members are Albania, Bosnia and Herzegovina, Montenegro, North Macedonia and Serbia, while Kosovo\* is a beneficiary. ReSPA's purpose is to help governments in the region develop better public administration, public services and overall governance systems for their citizens and businesses, and prepare them for membership in the European Union (EU). Since its inception, ReSPA has contributed to the development of human resources and administrative capacities through training programmes and innovative cooperation mechanisms such as the exchange of good practices, peer reviews and development of know-how. The European Commission (EC) provides funds for support of ReSPA activities (research, training and networking programmes) in line with the EU accession process.

As COVID-19 continues to spread around the world, the governments of the Western Balkans are facing fundamental and rapid challenges calling for a major rethink of policy priorities, financing decisions, and delivery approaches.

To highlight the government initiatives that advance, promote, and anchor their public administrations' innovative, effective, inclusive, and adaptable tools and systems for dealing with extraordinary situations like the current pandemic (especially in terms of public health and economy); and to support the further building of strong public governance systems in countries members of the Regional School of Public Administration - ReSPA and OECD/SIGMA have initiated the Public Administration Awards in the Western Balkans (the PA Awards) as a unique awards system with a purpose to identify, promote, learn from, and recognize inspiring practices, initiatives, services, and measures by governments during the coronavirus (COVID-19) crisis.

The 2020 Western Balkans PA Awards being given to the most effective and inventive responses to the COVID-19 challenges, ReSPA will feature and follow-up these as a source of inspiration, added value, and a major differentiator in the region and wider, through an interactive Communications Strategic Plan.

To build on the above described, the Plan will i) acknowledge the awarded achievements and highlight the key role that quick response and innovation needs to play for the governments in the Western Balkans and the larger public administration system to successfully address the global challenges of the present and future; ii) provide a concept for a platform for sharing knowledge and insights, improving communication and strengthening regional co-operation to be better prepared for future crises and challenges.

## **Section 2. Preparation of CVs and supporting documentation**

### 2.1 Language of application:

The CVs (maximum 3 pages, Ariel 11) and supporting documentation shall be prepared in English.

2.2 The CVs should provide information on the qualifications and competencies of the applicant, her/his general track record and previous specific experience in similar assignments, as required by the Terms of Reference. The applicants should particularly state in their CVs:

- ✓ General professional experience;
- ✓ Specific professional experience, in line with ToR.

### 2.3 The required qualifications and skills: as per Terms of Reference

## **Section 3. Submission of CVs and supporting documentation**

3.1 The interested candidates are invited to submit a proposal consisting of the following documentation:

- ✓ Proposal: explaining their experience related to the subject and how they intend to respond to the assignment;
- ✓ Personal CV including past experience in similar activities and particularly issues referred to under point 2.2 of this Procurement Notice;
- ✓ At least three contacts for references (name and position of referee, email address and phone number) which may be contacted by ReSPA. (NOTE: There is no need to submit reference letters; ReSPA will directly contact the referees).
- ✓

3.2 The required documentation should be submitted in electronic format by e-mail to the following address: [procurement@respaweb.eu](mailto:procurement@respaweb.eu) by **30 October 2020** before 3 PM CET. Late submissions will not be considered for evaluation. **The application should contain in the e-mail title the following reference: 20035 Senior Expert in Communications.**

Public servants from ReSPA Members and Kosovo\* are not eligible to apply.

## **Selection 4. Evaluation of offers**

4.1 The offer will be evaluated against the required qualifications, experience, skills and competencies as defined in the Terms of Reference.

4.2 The applicant securing the highest final ranking will be invited to submit a financial proposal (the financial proposal shall specify a total sum amount in EURO for expert's daily fee) and negotiate the contract. If negotiations are successful, the selected candidate will be awarded the contract. Should the negotiations fail; the next ranked candidate will be invited to negotiations.

## **Section 5. Final Considerations**

5.1 The payment will be done in one installment, as explained in the Terms of Reference, following the submission and approval of the deliverables.

5.2 The following document is attached to this Procurement Notice: Terms of Reference

5.3 ReSPA reserves the right to cancel this procurement procedure at any moment without any compensation to the applicants. The cost of preparing a proposal and negotiating a contract, including any related travel, cannot be reimbursed by ReSPA under any circumstances nor can ReSPA be held liable for it, regardless the outcome of the procurement procedure.

5.4 Should you need any further clarifications with respect to this procurement notice, please contact: Mr Goran Pastrovic, Programme Manager via e-mail: [g.pastrovic@respaweb.eu](mailto:g.pastrovic@respaweb.eu), by **26 October 2020** (midnight), the latest. ReSPA will post the response, including an explanation of the query without identifying the source of inquiry, at its website ([www.respaweb.eu](http://www.respaweb.eu)) by **28 October 2020**.

# Terms of Reference

## Request for Services

*Senior Expert in Communications*

### Background

The Regional School of Public Administration (ReSPA) is the inter-governmental organization for enhancing regional cooperation, promoting shared learning and supporting the development of public administration in the Western Balkans. ReSPA Members are Albania, Bosnia and Herzegovina, Montenegro, North Macedonia and Serbia, while Kosovo\* is a beneficiary. ReSPA's purpose is to help governments in the region develop better public administration, public services and overall governance systems for their citizens and businesses, and prepare them for membership in the European Union (EU). Since its inception, ReSPA has contributed to the development of human resources and administrative capacities through training programmes and innovative cooperation mechanisms such as the exchange of good practices, peer reviews and development of know-how. The European Commission (EC) provides funds for support of ReSPA activities (research, training and networking programmes) in line with the EU accession process.

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## Tasks and Responsibilities

In close collaboration with ReSPA Programme Manager and Senior Expert in Quality in Public Administration and Public Services, **Senior Expert in Communications** will be responsible for the following tasks:

### Preparatory activities – December 2020 up to one (1) working day

- Get basic familiarity with Multi-Sectoral Needs Analysis including ReSPA Working groups and Programming Committee
- Get basic familiarity with Public Administration Awards results and awarded cases
- Become familiar with recommendations from Seasonal School on Rapid Innovation Lab 2020

### Discovery and planning phase of the Follow-up to PA Awards – January – February 2021 up to eight (8) working days

Discovery

- **Identification of partners (including spokespeople) in the awarded public institutions** who can contribute to the implementation of the communications plan both internally and externally, as well as partners outside the government who would be willing to serve as amplifiers and endorsers for the plan (CSOs, private sector, etc.). *The identified partners should be willing to participate in the development and dissemination of a range of communications contents (case studies designed as stories, audio-visual contents including data visualizations, testimonials, interviews and project overviews, press kits, social media contents).*
- Aiming to reach all relevant audiences; **identification of the audiences according to their interest in the themes covered by 2020 PA Awards**, their information needs, and motivation for feedback.
- **Identification of milestones and timeframes, as well as relevant channels to spread the messaging to the identified audiences** (websites, government publications, media reporting and public statements by officials, meetings, events, campaigns, input by third-party influencers, etc.); pay distinctive attention to adapting the communication to the specificities of social media platforms; to reach out to as many diverse audiences as possible - make sure to encompass targeted initiatives or programmes through official channels (such as workshops, internal communication activities and community meetings).
- Using the recommendations deriving from relevant ReSPA analytical papers, as well as the most recent ReSPA Seasonal School on Rapid Innovation Lab and the results of the Open Government Partnership (OGP) Western Balkans Regional Meeting, **provision of a concept for potential forms of country-specific and/or regional interventions related to the 2020 PA Awards** themes that ReSPA could contribute with.

- ***An analysis of potentials for linking the awarded initiatives and solutions***, as well as the initiatives submitted for the PA Awards competition, ***with the Common Assessment Framework, e-Government pilots for standardization, and/or Agile Management.***

#### Planning

- Support organization of web consultative meetings and/or webinars
- Include Communication aspect in the roadmap of the follow-up phase including analysis of diagnostics

#### **Initiation of the Follow-up phase up to one (1) working day**

- Contribute to planning of the ReSPA Hackathon from the aspects of communication

***Total number of days is up to ten (10) working days.***

### **Necessary Qualifications**

The Expert shall possess the following profile:

#### Qualifications and skills:

- ✓ At least a BA degree in Public Administration, Communications, Law, Political Science or other related fields;

#### General professional experience:

- ✓ 7 and more years of experience in Public Relations and Communications;

#### Specific professional experience:

- ✓ Dispose of a good overview of cross-cutting topics related to communications:
  - a. Crisis management;
- ✓ Knowledge of PAR / eGovernment initiatives and plans in the Western Balkans, European Union, and at the global scale w

#### Skills:

- ✓ Teamwork;
- ✓ Training skills and moderation skills;
- ✓ High presentation skills;
- ✓ Excellent written and oral communication skills in English;

- ✓ Ability to write clear and coherent guidance documents;
- ✓ Ability to work with people of different nationalities, religions and cultural backgrounds

## Timing and Location

The assignment foresees work from home including on line events. The assignment will be realized during December 2020 – February 2022. The assignment will require up to ten (10) working days.

## Remunerations

The payment will be done in one installment after the completion of all envisaged tasks as described in the Tasks and Responsibilities.

Activity	Max. No. of working days
Preparation	1
Discovery and planning phase	8
Initiation of the Follow-up phase	1
<b>TOTAL:</b>	<b>10</b>

Note: No other costs will be covered apart from the expert costs per day. The expert cost per day comprises of expert's fee per day and a lump sum for covering related costs which include, travel, accommodation, local transport, meals and other incidentals.

ReSPA reserves the right to change the timing and volume of the assignment and will timely inform assigned expert if such changes occur.

## Reporting and Final Documentation

The Expert will be requested to deliver the following documents before the payment is conducted:

### **Outputs**

- All the foreseen activities and outputs as described in the Tasks and responsibilities.

### **Documents required for payment**

- Invoices (original and signed);
- Timesheets (original and signed);
- Brief Report on deliverables (up to 1.5 page)