

Procurement Notice

*Assignment name: **Social Media Expert***

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*¹ 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). The European Commission (EC) provides directly managed funds for support of ReSPA activities (research, training and networking programmes) in line with the EU accession process.

1.2 ReSPA and OECD-SIGMA jointly organize the Public Administration Awards in the Western Balkans with the aim to identify, recognize, and reward efforts that advance, promote and anchor effective, efficient, transparent, accountable, innovative and citizen-centered public administration and services in Western Balkan countries. This is crucial for the stability, the sustainable development and the resilience of the countries in the region. They are also fundamental paths and enablers for the European Union membership.

ReSPA is celebrating the 10th Anniversary during November 2020, together with its employees, partners institutions, prominent expert and many others who have been building this successful story in the last 10 years.

These important milestones shall be promoted simultaneously through social media channels.

Section 2. Preparation of CVs and supporting documentation

2.1 Language of application:

The CVs (maximum 3 pages, Arial 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.

¹ This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and ICJ Advisory opinion on the Kosovo Declaration of independence

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 by **21 May 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 Social Media Expert - Advance Phase of PA Awards Ceremony Design and Event Execution**

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, ReSPA Programme Manager via e-mail: g.pastrovic@respaweb.eu, by **18 May 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) by **20 May 2020**.

Terms of Reference

Request for Services

Social Media Expert

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^{*2} 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.

ReSPA and OECD-SIGMA jointly organize the Public Administration Awards in the Western Balkans with the aim to identify, recognize, and reward efforts that advance, promote and anchor effective, efficient, transparent, accountable, innovative and citizen-centered public governance, administration and services in Western Balkan countries. This is crucial for the stability, the sustainable development and the resilience of the countries in the region. They are also fundamental paths and enablers for the European Union membership.

This year ReSPA is celebrating the 10th Anniversary during November 2020 which coincides with Public Administration Awards ceremony. This important event should be promoted through social media network.

These important milestones shall be promoted simultaneously through social media channels

For purpose of preparing and conducting social media campaigns related to above-mentioned activities (Public Administration Awards and celebration of ReSPA 10th Anniversary), ReSPA has identified need for external support from Social Media Expert.

Description of the Assignment

² This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and ICJ Advisory opinion on the Kosovo Declaration of independence

The assignment will include the following activities: conducting a Public Administration Award social media campaign that shall be synchronized with conducting ReSPA's 10th Anniversary social media campaign.

The Public Administration Award campaign shall be conducted during the period June – October 2020 with the following schedule: preparation period (June), implementation period (July-October) and follow up (October-November).

The Public Administration Award social media campaign shall be:

- INFORMATIVE – to inform target audiences about Public Administration Award (Award Criteria, Award Categories, etc.);
- ATTRACTIVE AND APPEALING – to initiate participation of the target audiences in the Public Administration Award (to apply in one of the envisaged categories following Award Criteria);
- PROMOTIVE – to promote ReSPA's intermediate role among the WB Governments in building an effective, efficient, transparent, accountable, innovative and citizen-centred public administrations and services in Western Balkan countries.

Coinciding with those activities, ReSPA's 10th Anniversary social media campaign shall be conducted during the period October-November 2020. The approach and communication actions to be undertaken to conduct ReSPA's 10th Anniversary campaign shall be focused on ReSPA's brand-awareness and promoting ReSPA as a regional hub which supports the creation of transparent, accountable and professional public administration institutions to provide efficient services to the benefit of citizens and businesses in the Western Balkan Countries.

Social Media Expert is supposed to administrate the ReSPA's social media accounts (Facebook, Twitter, LinkedIn and YouTube) and to develop social media strategies for the Public Administration Award and ReSPA's 10th Anniversary (with goal setting following ReSPA's Communication and Visibility Plan as well as with particular communication goals related to the before mentioned activities and provided by ReSPA's Communication and Visibility Officer).

Social Media Expert will develop content for the social media campaigns in close collaboration with ReSPA's Communication and Visibility Officer, by providing weekly social media plans focused on the generation of inbound traffic and cultivation of leads among defined target audiences in the Western Balkan countries.

The effects of the social media outreach should be documented in detail using Google Analytics and/or other social media analytics tools and reporting on weekly/monthly basis with a final report that will include the entire duration of the campaigns. The information covered should include, but not be limited to, the reach, number of views, impressions, engagements, clicks, gender statistics, etc.

The Assignment is closely related to reaching out to the following target audiences:

- Direct beneficiaries of ReSPA activities (public institutions in ReSPA Members: Albania, Bosnia and Herzegovina, Montenegro, North Macedonia, Serbia and Kosovo* whose representatives are either involved in ReSPA activities or are directly supported by ReSPA: senior and mid-level public servants working in the ministries and governmental agencies responsible for PAR and European Integration, and in other relevant line ministries);

- High-ranking officials of ReSPA's partner ministries/ regional key decision makers;
- Organizations that ReSPA collaborates with in assisting the Western Balkan governments to introduce and support PAR (European and global change agents committed to social/political change and reform for development, universal and regional organizations connected with PAR, relevant agencies in the EU countries, academic and research institutions in the Western Balkans and the EU);
- Direct and indirect users of public services in ReSPA Members and Kosovo*.

The assigned Expert is supposed to provide support below mentioned processes, as stipulated in Tasks and Responsibilities.

Tasks and Responsibilities

In close collaboration with the Communication and Visibility Officer, Social Media Expert will develop social media strategies, content for the social media communication, and reports:

Preparatory activities – June 2020

- 1) Getting familiar with PA Awards Visibility Guidelines, ReSPA Visibility Guidelines and EU Visibility guidelines, as well as background information on PA Awards and ReSPA 10th Anniversary (0.5 working day)
- 2) Online consultations with ReSPA Secretariat i.e. ReSPA CVO (0.5 working day)
- 3) Development of social media strategies for both above-mentioned campaigns that will set Specific-Measurable-Attainable-Relevant-Time bound social media marketing goals, audience personas, and social media metrics that can track progress and adjust strategies as needed (4 working days)

Implementation – June – November 2020 (23 weeks)

- 4) Development of publishing schedule – a weekly social media plans during the entire implementation period with included at least three posts per channel (at least nine posts weekly) (5 working days)
- 5) Development of at least 70 social media posts per channel with included content, visuals, links, hashtags, etc. (12 working days)
- 6) Development of 23 weekly reports that shall include information related to reach, number of views, impressions, engagements, clicks, gender statistics, etc. for each channel (3 working days)
- 7) Development of 6 monthly reports and one final report that shall include monthly information related to related to reach, number of views, impressions, engagements, clicks, gender statistics, etc. for each channel (3 working days)

Total number of days is up to twenty-eight (28) working days. The final products will be subject to approval from ReSPA before the payment is executed

4. Necessary Qualifications

The Expert shall possess the following profile:

Qualifications and skills:

- University degree in Marketing and Communication, Economics, Journalistic or any other relevant field

General professional experience:

- Minimum 5 years of experience in social media management

Specific professional experience:

- Hands on experience in developing social media campaigns, drafting social media posts, managing of information for websites, in the English language;
- Extensive experience with social media management and digital media
- Working on EU financed projects will be considered as an asset

Skills:

- Team work;
- Writing skills;
- Excellent presentation skills;
- Excellent written and oral communication skills in English;
- Ability to work with people of different nationalities, religions and cultural backgrounds

5. Timing and Location

The assignment foresees work from home including on line consultations and if possible, on-the site (taking into account COVID-19 pandemic and aligned state regulations) in Montenegro which should be agreed with ReSPA Secretariat. The assignment will be realized during June-November 2020. The assignment will require up to twenty-eight (28) working days.

6. Remunerations

The payment will be done in two installments:

1st Installment will be realized after completion and validation of deliverables envisaged in the tasks under “Task and Responsibilities” including: social media strategies for both above-mentioned campaigns, three monthly reports (June-August 2020), at least 12 weekly reports and at least 36 realized social media posts on the FB, TW and LinkedIn accounts.

2nd Installment will be realized after completion and validation of deliverables envisaged in the tasks under “Task and Responsibilities” including: final report for the period June-November, three monthly reports (September-November 2020), at least 11 weekly reports and at least 34 realized posts on the FB, TW and LinkedIn accounts.

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.

7. 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);
- Reports: two social media strategies, at least 23 weekly reports, 6 monthly reports, and a final report for the period June-November 2020 with at least 70 social media posts per channel included