



Terms of Reference

Expert for Development of Video on Functioning of Public Administration

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, Macedonia, Montenegro and Serbia, while Kosovo*¹ is a beneficiary and observer. 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.

European Commission (EC) provides directly managed funds for support of ReSPA activities (research, training and networking programmes) in line with the EU accession process. So far, two EC Grant Contracts (GCs) have been implemented by ReSPA, during the period 2010-2015. The new EC grant will support the main objective of ReSPA work in 2016-2017: Improving regional cooperation in the field of PAR and EU integration and strengthening administrative capacities in the beneficiaries.

This objective will be achieved through the following three pillars of ReSPA Programme of Work for 2016-2017:

- (1) European Integration Pillar: Increased capacity of public administration in the ReSPA Members necessary for successful conducting of the European Integration process;
- (2) Public Administration Reform Pillar: Facilitated and enhanced cooperation and exchange of experience in Public Administration Reform and European Integration activities in ReSPA Members;
- (3) Governance for Growth Pillar: Ensured effective coordination of the implementation of the Governance for Growth pillar of the SEE 2020 Strategy.

Following consultations and expressed interest of ReSPA Members and Kosovo*, it has been decided that ReSPA should implement the specific scheme for its stakeholders: the in-country support mechanism. This Mechanism addresses specific needs of ReSPA Members, supporting public administration reforms in the areas covered by the ReSPA Programme of Work.

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

This Terms of Reference (ToR) refers to the request submitted to ReSPA by the Department of Public Administration (DoPA), requiring the expert assistance in development of user-friendly visual presentation which will inform citizens on the role of the public administration generally and that of the civil service specifically.

Description of Assignment

In view of Albania's aspiration towards joining the European Union, as well as the EU Commission's recommendation to the Council on opening accession negotiations, the role of the public administration generally and that of the civil service specifically, is quite important in terms of having a professional and capable administration that is able to successfully face the challenges that come with the negotiation processes.

It is also quite important, that the citizens are well aware of how the state functions, what is the difference between the entire public administration, the state administration and the civil service. There is a need to take a simple approach in view of informing the citizens in an easily understandable jargon that steps away from the technicalities of the terminology, which are often challenging and confusing for the citizen. Through clear information mechanisms, it is intended to increase the attractiveness of the civil service among professional individuals.

Therefore DoPA has planned to develop a video which will be used to inform the citizens in a simple, fast and user-friendly manner about the way institutions function and the opportunity for joining the administration and taking on an active role in the EU accession negotiation process, as a professional working for the state.

The video will be an explanatory one - given also the successful practice already implemented through the In-Country Support Mechanism with the specific video tutorials. The video will attempt to follow in the successful steps already implemented by various institutions such as EPSO (<https://www.youtube.com/watch?v=PXGhJn7fME>) the European Commission (https://www.youtube.com/watch?v=nWpgO1EPO_Y&t=132s) and others alike.

The Expert shall assist in setting-up the most adequate manner of presenting the information, in line with the key messages which should get across such as:

- Clear, but simple way of explaining the different levels of the Albanian administration;
- Difference between the civil service and the public administration as a whole;
- How and where one can apply for either type of positions;
- What kind of positions are available and what type of professions are needed in the government institutions;
- What is the expected pay, added opportunities such as training activities, internships or other capacity development tools at the disposal of the civil servant/public employee;
- Concrete exam procedures with a special focus on how to apply and how to best prepare for a written test and an oral interview;
- Traits of those who succeed in exam procedures, etc.

For the technicalities on how to apply and what the concrete steps are, the video will have links that take the viewer to the video-tutorials produced by DoPA. This video will be in line with other materials already produced, and will be complementary to the information and will not overlap in any way with what has been already produced.

It is expected that the video will:

- Improve communication methods between the public administration and the citizens
- Provide for an innovative approach in terms of explaining how the administration functions
- Increase communication and publicity on employment opportunities
- Give concrete guidelines to a potential candidate on how to best prepare for a recruitment procedures
- Increase the number of successful applicants and participants in the recruitment procedures
- Affect the increased rate of implementation of the annual recruitment plan
- Provide DoPA with added capacities and experience in applying various modern tool and methodologies that may ideally be used in the future

Therefore, the Department of Public Administration requires an expert to create a video that briefly explains the way the public administration functions, the different levels of decision-making, as well as how one can apply and join the administration with a special focus on concrete steps that should be taken in order to be properly prepared for the recruitment procedures.

Tasks and Responsibilities

ReSPA seeks for an Expert to conduct the following tasks:

- Conduct preliminary meeting with DoPA and other relevant stakeholders and propose a preliminary approach and discuss the concrete steps to be undertaken (1 day);
- Prepare an action plan with concrete activities to be undertaken, with responsibilities of each stakeholder, and preliminary data and information that will be required for preparation of video (1 day);
- Prepare an online media campaign for video distribution (1 day);
- Conduct meetings with respective stakeholders (recruitment, IT, and other relevant stakeholders) in order to detail the best approach towards presenting and explaining the information in a visually friendly way and in line with the legislation (1 day);
- Conduct technical work on video preparation (main creative concepts and scripts): preliminary estimation of the video duration, detailing the way the information will be organised, etc. (3 days);
- Produce video (3 days);
- Conduct audio video editing and motion graphics (2 days);
- Implementation of the online campaign for the video distribution. You-Tube Channel Assistance & Search Engine Optimization. Monitoring and reporting results of the media campaign. (1 day)
- Join meeting with representatives from line ministries & PMO with the aim of presenting the video and encouraging similar practices. (1 day)

The applicant country will provide:

- Relevant facilities for the proper implementation of this project.
- All relevant legal documents/explanations required in order to successfully produce the video.

- Assistance by the Recruitment and IT departments which will provide the expert with feedback and recommendations acquired through their work with recruitment procedures as well as all other relevant explanation required.

All of the activities foreseen to be implemented by the expert will be done with the close and continuous assistance of DoPA recruitment and IT staff, in order to ensure legal compliance and clarifications required to be understood by the expert while producing the video.

The Expert shall cooperate with DoPA as well as ReSPA in regard to the assignment. The Expert shall take into consideration comments and suggestions received.

Necessary Qualifications

The Expert shall possess the following qualifications:

Qualifications and skills:

- University degree in design, technological and audiovisual arts, or similar.

General professional experience:

- At least 3 years of relevant professional experience in design, directing or similar tasks;
- Prior experience on similar projects.

Specific professional experience:

- Relevant information technology knowledge;
- Familiarity with the latest design programs and techniques;
- Experience in working within and with the government administration in Albania.

Skills and ability:

- Team work;
- Good written and oral communication skills in Albanian and in English language;
- Ability to write clear and coherent guidance documents;
- Ability to work with people of different nationalities, religions and cultural backgrounds;
- Ability to cover the technical video-production expenses within the expertise of this project (no additional financial support may be required for technical purposes).

Timing and Location

The assignment foresees work from home and on the site. The assignment will be performed during June/July 2018.

Remunerations

The assignment foresees up to 14 working days. The daily fee will be defined in accordance with the ReSPA expert selection procedure, based on assessed and evaluated expert's capacity. The payment will be made in one instalment, following the submission and approval, by both DoPA and ReSPA, the final version of the video.

The final video will be subject of approval from both DoPA and ReSPA before the payment of honoraria is executed.

Reporting and Final Documentation

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

Outputs

Video pertaining to the user-friendly visual presentation on the role of the public administration /civil service.

Documents required for payment

- Invoice (original and signed);
- Timesheet (original and signed);
- Report on the conducted assignment.