

Terms of Reference

Request for Services

Social Media Expert

1. Background

The Regional School of Public Administration (ReSPA) is the inter-governmental organisation for enhancing regional cooperation, promoting shared learning and supporting the development of public administration in the Western Balkans (WB). 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). 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 the support of ReSPA activities (research, training and networking programmes) in line with the EU accession process. ReSPA activities cover a wide range of networking and capacity-development events and conducting regional research analyses to help Western Balkans governments navigate the complex journey of public administration reform. In constant exchange with WB governments and academic society, ReSPA delivers effective and sustainable solutions to adopt and put into practice the measures, systems and approaches necessary for an enhanced reform process in all the areas envisaged by the Public Administration Reform (PAR).

ReSPA's activities cover five key thematic areas: Working Group (WG) on Centre of Government, WG on Better Regulation, WG on Human Resource Management and Development, WG on Quality Management and WG on e-Government.

For the purpose of preparing and conducting social media campaigns related to activities under the above-mentioned thematic areas (such as a Regional Network of Policy Coordination/ReSPA Open Days, Seasonal School on EU Integration on IPA III, development of the ReSPA Regional Quality Management Centre, Ministerial Conference, eGovernment Seasonal School, ReSPAthon, Open Government Partnership (OGP), Regional CAF Resource Centre and HRMD as well as the 10th Anniversary, High-Level Policy Dialogues) and other activities or novelties that shall be communicated or promoted, ReSPA has identified a need for external support from Social Media Expert.

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. Description of the Assignment

Following the Programme of Work 2021, ReSPA will promote the programme outreach during 2021, focusing on ReSPA's traditional activities such as Seasonal Schools, High-Level Policy Dialogues, Workshops/Training within key thematic areas but also the innovative ones such as ReSPAthon. The promotion of the Regional Quality Management Center and CAF/PEF implementation within WB public administration institutions and the ReSPA 10th Anniversary will also be one of the highly-prioritised topics for the communication through ReSPA social media channels over the year.

The social media expert's assignment is closely related to reaching out to the following target audiences:

- Direct beneficiaries of ReSPA activities (public institutions in ReSPA Members 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;
- Organisations that ReSPA collaborates with (DG NEAR, OECD/SIGMA, KDZ, UNPAN, EUPAN, EIPA, NISPAsee, etc.)
- Direct and indirect users of public services in ReSPA Members and Kosovo^{*2}.

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 generating inbound traffic and cultivating leads among defined target audiences in the Western Balkans.

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 a 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 assigned Expert is supposed to provide support below mentioned processes, **from 5 April until 31 December 2021 (9 months/40 weeks)**, as stipulated in Tasks and Responsibilities.

3. Tasks and Responsibilities

In close collaboration with the Communication and Visibility Officer (CVO), Social Media Manager/Agency will perform activities as follows:

- Manage the day-to-day handling of ReSPA's social media platforms: LinkedIn, Twitter, Facebook, Instagram and YouTube;
- Adapt content to suit different platforms;
- Oversee, plan and deliver content across defined platforms using weekly scheduling tools and following instructions given by ReSPA CVO;

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- Generate inbound traffic;
- Cultivate leads among defined target audiences in the Western Balkans and wider (see target audiences under Section 2, focusing on Albania, BiH, Montenegro, North Macedonia, Serbia and Kosovo*³);
- Reach ReSPA audience with great precision;
- Communicate with followers in fluent English language (answering questions, erasing "spam" posts, like of positive comments, creation of the engagement);
- Publish up to five (min. three) posts per each platform weekly (in total: 12-20 posts weekly);
- Develop, launch and manage informative, attractive and appealing campaigns that promote ReSPA and its activities;
- Set targets to increase brand awareness by expanding the reach, no. of followers/engagement - at least 25% each quarter in comparison to the previous one;
- Connect the ReSPA's social media platforms with the official SoMe platforms of the European Commission, EU Delegations in the WBs, ReSPA's chief partners' institutions (OECD/SIGMA, KDZ, etc.), Ministries relevant to PAR and EU integration in the Western Balkans as well as with the WBs public administration institutions;
- Undertake audience research;
- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights, etc. (monthly reports)
- Provide measurable results every month (9 reports in total, during the engagement);
- Provide a final report that will include all measurable results related to the whole period of the engagement (total reach, no. of followers/engagement before and at the end of the engagement for each social media platform and in total for all platforms);
- Track the posts' impact as evidence of overall social media communication effectiveness;
- Analyse other EU financed institutions' SoMe activities;
- Recommend improvements to increase the visibility of ReSPA brand through SoMe channels;
- Research and evaluate the latest trends and techniques to find new and better ways of measuring social media activity;
- Liaise with ReSPA CVO via e-mail, zoom, and conference calls regularly;

4. Necessary Qualifications

The Expert shall possess the following profile:

Qualifications and skills:

- University degree in Public Relations, Marketing and Communication, Business Management, Economics and Business, Journalism or any other relevant field

General professional experience:

- Minimum 5 years of experience in social media management (please list all campaigns performed under social media management over the last five years)

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- Minimum 2 years of experience in social media management for non-profits (please list all campaigns performed under social media management for the non-profits over the last two years)

Specific professional experience:

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

Skills:

- Motivation and commitment;
- An efficient and applicable understanding of the use of a range of social media platforms, particularly about advertising/branding;
- Strong copywriting and editing skills suitable for each platform, from knowing how to write a successful tweet to use compelling storytelling techniques;
- Fluent in the English language;
- Skills in data analysis and interpreting statistics;
- Knowledge and understanding of algorithms and search engine optimisation;
- Creative skills for contributing new and innovative ideas;
- Strong communication and people skills for articulating ideas;
- Excellent team working, collaboration and networking skills;
- The ability to work well under pressure to meet deadlines;
- An eye for detail and the ability to work accurately;
- Ability to work with people of different nationalities, religions and cultural backgrounds

5. Timing and Location

The assignment foresees work from home, including online 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 realised from April-December 2021 and will require up to one hundred twenty (120) working days (equally divided into 40 weeks).**

6. Remunerations

The payment will be made in three instalments:

1st Installment will be realised after the first trimester (April-May-June) with included at least 48 realised posts per social media channel and three monthly reports which meet requirements.

2nd Installment will be realised after the second trimester (July-August-September) with included at least 48 realised posts per social media channel and three monthly reports which meet requirements.

3rd Installment will be realised after the third trimester (October-November-December). It will include at least 48 realised posts per social media channel, three monthly reports, and the final report that meets requirements.

Note: No other costs will be covered apart from the expert costs per day. The expert cost per day comprises the Expert's fee per day and a lump sum covering related costs, including 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: 3 monthly reports (one per each invoice) and a final report (for the period April-December 2021 with at least 144 social media posts per channel included) to be submitted with the third invoice