

SERVICE CONTRACT NOTICE

A. INFORMATION ON SUBMISSION OF THE TENDERS

1. Publication reference:	No: DMO 1
2. Project Title:	“Heritage is our Brand”
3. Subject of the contract:	Communication Expert
4. Contracting Authority:	DMO Albania
5. Maximum Budget:	Maximum budget available 20.000 EUR
6. Deadline for application:	13 February 2025 at 16:00

7. Contract description/technical specification

When implementing the “Heritage is our Brand” project, a communication expert is needed to promote the project’s activities and ensure its visibility criteria.

For this reason, an expert will be hired to manage the project's overall communication and visibility activities. Technical Requirements should consider Terms of Reference for “Communication Expert” and other provisions. The deliverables that he/she will cover are:

- Designing and implementing project communication strategy,
- Managing the project’s internal and external communications,
- Creating project branding in line with the EU rules,
- Designing visibility guidelines and ensuring their consistent use by the project and its grantees, developing project publications,
- Supported event management and presented the project.
- Produce communication materials (e.g. Press releases, publications, social media posts),
- Maintain project communication channels via social media,
- Promote activities of the projects to various actors and stakeholders.

8. Selection Criteria

The following selection criteria will be applied to candidates:

Qualifications and skills

- Degree in one or more of the following disciplines: communication, management, marketing, social sciences, Literature, or correlated to project purpose.

- Good computer skills
- English language skills

General professional experience

- 5 years of working experience on communication and awareness raising activities
- 2-3 years of experience on organisation of public events
- Previous relevant working experience with donors funded project will be an asset.

Specific professional experience

- Previous experience in similar projects and/or development of communication campaigns

9. Award criteria

The best price-quality ratio is established by weighing technical quality against the price on a 70/30 basis.

10. Application procedure

Offers should include the following documents:

- The applicant's curriculum vitae highlights relevant skills, experiences, and qualifications.
- At least two references from previous collaborations or projects.
- Financial offer – daily fee rate requested in EURO; tax included.
- Service Tender Submission Form with the Annex: Declaration on honor on exclusion and selection criteria.
- ID Card.

Note: All the above-listed documents must be submitted. The offers will not qualify for evaluation if these documents are not presented.

Applications must be submitted in a sealed envelope to the contracting authority in English exclusively by 13 February 2025 at 16:00.

- Either by post or by courier service, in which case the evidence shall be constituted by the postmark or the date of the deposit slip, to:

DMO Albania

Address: Rr. Gogo Nushi, Nd 18, Shk 5, No 2, Tirana, 1015

Email: info@dmoalbania.al

- OR hand delivered by the participant in person or by an agent directly to the premises of the contracting authority in return for a signed and dated receipt, in which case the evidence shall be constituted by this acknowledgment of receipt, to:

DMO ALBANIA

Address: Rr. Gogo Nushi, Nd 18, Shk 5, No 2, Tirana, 1015

Email: info@dmoalbania.al

Applications submitted by any other means will not be considered. The tender should be submitted within the deadline specified in point 6 of this document.

11. Evaluation of tenders

Proposals shall be evaluated based on their compliance with and responsiveness to the Terms of Reference and other provisions of this Request for Proposals.

Their evaluation will be based on the **Best price-quality ratio** criteria as follows:

A: Quality of Qualification - 70%

B: Financial offer – 30%

12. Evaluation Grid

A. Qualification Evaluation Criteria		Max Points (70)
A1	Proven education and technical expertise in communication on large-scale projects	30
A2	Proven experience in communication and awareness-raising activities and public events.	30
A3	Proven experience in similar projects and/or developing communication campaigns.	10
B. Financial Proposal Evaluation Criteria		Max Points (30)
B1	The financial proposal is well aligned with the budget line and corresponds to the quality of qualifications.	30

13. Notification of award

The contracting authority will inform all tenderers simultaneously and individually of the award decision.

14. Other

The applicants may consult the Terms of Reference attached to this tender procedure for more information.