

SERVICE CONTRACT NOTICE

A. INFORMATION ON SUBMISSION OF THE TENDERS

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| 1. Publication reference: | No.7 |
| 2. Project Title: | “Heritage is our Brand” |
| 3. Subject of the contract: | 2(two) Content Creators for the Platform |
| 4. Contracting Authority: | DMO Albania |
| 5. Maximum Budget: | Maximum budget available 8.000 EUR (4.000 EUR per contract) |
| 6. Deadline for application: | 21 July 2025 at 16:00 |

7. Contract description/technical specification

During the implementation of the Project “**Heritage is our Brand**”, a digital platform Albanian Heritage will be developed to host curated content related to [intangible cultural heritage, youth engagement, community development, project-related, etc.].

For this reason, 2 (two) expert professional content creators will be hired to ensure high-quality, relevant, and engaging materials and to develop original content for the platform such as follow:

- **Content creator 1:** To develop and deliver engaging, accurate, and audience-appropriate written content, including articles, narrative formats, and diverse material types tailored to the platform’s objectives and thematic focus.
- **Content Creator 2:** To design and produce visual and digital content formats such as graphics, short videos, and multimedia materials that enhance the platform’s appeal, accessibility, and user engagement.

Technical Requirements should consider Terms of Reference for “2(two) Content Creator for the Platform”, and other provisions. The deliverables that they will cover are:

Content Creator 1 – Written Content Development

- A detailed outline of proposed written content topics, types, and formats, including a delivery schedule aligned with the platform’s goals and target audience.
- Development of a minimum of 100 high-quality, platform-ready written content pieces, including articles, stories, profiles, captions, and other text-based materials.
- All written content revised, edited, and formatted according to platform standards, language quality, and editorial guidelines.

Content Creator 2 – Visual and Multimedia Content

- A detailed plan for visual and multimedia content formats, including types of visuals (infographics, image sets) and short video concepts aligned with platform needs.
- Production of a minimum of 50 high-quality digital content pieces, including infographics, visuals, short videos, and other multimedia elements tailored for digital use.
- All visual content formatted and optimized for web publication, respecting branding, accessibility, and platform specifications.
- Support in uploading and integrating visual/multimedia content into the platform, including appropriate tagging and metadata insertion, if required.

8. Selection Criteria

The following selection criteria will be applied to candidates:

Qualifications and skills

- Degree in Communication, Journalism, and Technology or related fields.
- Good computer skills
- English language skills

General professional experience

- Proven experience in content creation, digital storytelling, or multimedia production.
- Experience working with web platforms or digital archives.
- Knowledge of audience engagement and accessible communication is an advantage.
- Previous relevant working experience with EU or other donor-funded projects will be an asset.

Specific professional experience

- At least 2 years of proven experience in content creation for digital platforms (e.g., websites, blogs, educational tools, or social media).
- Strong skills in writing, editing, and storytelling, with the ability to adapt content for different formats and audiences.
- Experience working with content management systems and understanding of digital publishing standards.
- Previous experience in similar projects.

9. Award criteria

The best price-quality ratio is established by weighing technical quality against price on an 80/20 basis.

10. Application procedure

Offers should include the following documents:

- Curriculum vitae of the applicant highlighting 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 Annex: Declaration of Honour on Exclusion Criteria and Selection Criteria.
- ID Card.

Note: All the documents listed above are mandatory for submission. If any of these documents are not presented, the offers will not be qualified for the evaluation process.

Applications must be submitted by **21 July 2025, at 16:00**. in English exclusively to the contracting authority in a sealed envelope.

- 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:

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Qendra DMO ALBANIA
Address: Rr. Gogo Nushi, Nd 18, shk5, Ap2, Tirana
info@dmoalbania.al
Tel +355 69 2078553

- 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 acknowledgement of receipt, to:

Qendra DMO ALBANIA
Address: Rr. Gogo Nushi, Nd 18, shk5, Ap2, Tirana
info@dmoalbania.al
Tel +355 69 2078553

Applications submitted by any other means will not be considered. Submission of the tender should be made 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 - 80%
- B: Financial offer – 20%

12. Evaluation Grid

| A. Qualification Evaluation Criteria | | Max Points (80) |
|---|---|------------------------|
| A1 | Proven experience in content creation, digital storytelling, or multimedia production, and experience working with web platforms or digital archives. | 30 |

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|--|---|------------------------|
| A2 | Proven experience in content creation for digital platforms (e.g., websites, blogs, educational tools, or social media) and Strong skills in writing, editing, and storytelling, with the ability to adapt content for different formats and audiences. | 30 |
| A3 | Proven working experience in similar projects with content management systems and understanding of digital publishing standards. | 20 |
| B. Financial Proposal Evaluation Criteria | | Max Points (20) |
| B1 | The financial proposal is well-aligned with the budget line and corresponds to the quality of the qualifications. | 20 |

13. Notification of award

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

14. Other

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