

Award by Invitation

Support Service for PR & Communication for Development

Location	Tirana
Type of Contract	Service Contract (output-based)
Services Requested	Support service for PR & Communication for Development
Reference number	25-15-S4J
Issue date of the call	19 August 2025
Number of potential successful offerors	1 (one)
Eligible applicants	Registered entities
Submission Deadline	3 September 2025
Deadline for submitting questions & receiving answers	Questions can be sent at al.info@swisscontact.org by 27 August 2025 end of business day. Answers will be provided by 28 August 2025, end of business day.
Tentative starting date of service	10 September 2025
Estimated contract timeframe	10 September 2025 – 09 September 2026
Service providers report to	Portfolio Manager
Where to send applications	All offers will be submitted in hard-copy, sealed in a covering envelope which MUST contain the title of the applied call (as per instruction provided in this documents), to the Swisscontact Albania office: Rr. Skenderbej, Vila 49, Tiranë.

1. BACKGROUND AND PROJECT DESCRIPTION

[Swisscontact](#) is an independent, non-profit Swiss foundation dedicated to promoting economic, social, and environmental development. Swisscontact's development work focuses on private sector-led, sustainable economic development with improved quality of life for all in developing and emerging countries. A key focus is to strengthen the skills of individuals and foster the competitiveness of companies.

[Skills for Jobs \(S4J\)](#) is a project of the **Swiss Agency for Development and Cooperation (SDC)** implemented by [Swisscontact Albania](#). It is part of the Economic Development Domain of the Swiss Cooperation Strategy for Albania (2022-2025), with specific focus on promotion of employment opportunities and skills development.

The overarching goal of S4J is to contribute to an improved inclusive Albanian Vocational Education and Training (VET) system and increased competitiveness of the Albanian economy, by facilitating access to gainful employment and income for young women and men from diverse backgrounds, as VET providers transition into multifunctional centers. The project actively promotes modern teaching and learning practices through fostering work-based and blended learning, leveraging digitalization as an instrument. S4J supports VET institutions in strengthening their internal processes and management, while also collaborating with industries and national authorities to update and diversify the VET offer, ensuring they align with labor market needs.

The project is in its third phase, S4J 3, which started in July 2023 and will last until June 2027. During this phase, the project aims to create training and employment opportunities for up to 29,400 Albanian women and men, including youth and special needs groups. S4J will facilitate the horizontal transfer of key **innovation objects/processes** previously promoted in the project's previous two phases, expanding their reach to other VET providers and companies, through capacitated and empowered **transfer agents**. This phase will focus on further consolidating and documenting these innovations to facilitate scaling, transfer, and institutionalization within the VET system, both in the public and private sector.

- **Component 1: Access to quality VET offer**

Services and interventions in this component focus on strengthening VET providers by: promoting modernization of VET and integrating digital solutions in the vocational teaching process; improving planning, internal monitoring, and other quality development processes; strengthening the development unit (DU) and improving its service provision capacities; and, designing and developing models for continuous professional development (CPD) of VET staff.

- **Component 2: Private sector engagement in VET**

Services and interventions in this component focus on consolidating and improving the participation of the private sector in the governance, design and delivery of VET programmes in partnership with VET providers by: strengthening the cooperation between VET providers and companies; promoting and consolidating regional networks of companies and supporting Business Membership Organizations (BMOs) to engage in skills development; increasing capacities of companies and VET providers to design and deliver quality apprenticeships and in-company work-based learning; capacitating companies to contribute to the identification of skills needs, design and delivery of new professional qualifications and curricula.

- **Component 3: Dual VET**

through a hands-on approach, including developing a comprehensive regulatory framework, supporting the development of Dual VET qualifications, providing direct support to VET providers, and collaborating with private

sector partners to deliver these programs.

S4J 3 focuses on consolidating the initiated innovation objects at both the provider and individual-company level by preparing VET institutions and companies to integrate the innovations throughout their organization – a process known as *vertical transfer* - and coaching these institutions to share and transfer the consolidated innovation processes to other selected providers and companies - *horizontal transfer*. Interventions implemented in this phase aim to build an enabling environment that promotes the **transferability** and long-term **sustainability** of these innovation processes within the Albanian VET system.

2. DESCRIPTION OF THE ASSIGNMENT

Context and scope of the assignment

Skills for Jobs (S4J) operates with a strong Communication for Development (C4D) approach, recognizing that communication is not only about visibility, but also about enabling participation, dialogue, and behavioral change. Through C4D, S4J combines information dissemination with storytelling and advocacy, creating communication products that not only inform, but also encourage stakeholders to adopt new practices, join partnerships, and support systemic changes in the VET sector.

In this context, to intensify its C4D efforts, S4J seeks to engage a service provider with PR & Communication background. The provider will work in close cooperation with the Portfolio Manager for Sustainability to strengthen S4J’s social media presence, design campaigns, support field activities, and ensure communication is strategic, inclusive, and impactful.

The service provider will be expected to combine strategic communication skills with hands-on implementation capacity. This includes ensuring coherence of messages across all channels, strengthening stakeholder engagement, and promoting stories that reflect S4J’s impact on beneficiaries, partner schools, companies, and the wider community.

The engagement covers both digital communication and on-the-ground support in events, campaigns, and field activities. The provider must demonstrate the ability to work in a fast-paced, multi-stakeholder environment, showing flexibility, proactivity, and creativity in tailoring content to different audiences.

Tasks of the assignment

The foreseen tasks needed to be delivered by the service provider are as follows:

Tasks
1. Content Development and Dissemination
<ul style="list-style-type: none"> • Produce compelling, high-quality written and visual content for S4J’s communication channels, including newsletters, press releases, success stories, feature articles, infographics, and short-form videos. • Ensure messaging is consistent with S4J’s C4D principles, aligned with project objectives, and responsive to the interests of different stakeholders (youth, VET schools, private sector, policymakers, and the general public).
2. Digital Communication Management
<ul style="list-style-type: none"> • Manage and grow S4J’s social media presence across Facebook, LinkedIn, and Instagram by producing engaging, interactive, and analytics-driven content. • Keep the project’s website updated, ensuring user-friendly navigation and accessible information about activities, results, and resources.

<ul style="list-style-type: none"> • Monitor, analyze, and report on digital performance metrics to adapt strategies for greater reach and impact.
3. Campaign Design and Implementation
<ul style="list-style-type: none"> • Conceptualize and implement thematic communication campaigns highlighting S4J's achievements, beneficiaries' success stories, and the broader impact of VET. • Use a mix of communication tools and formats (graphics, photography, testimonials, and video storytelling) to increase visibility and influence perceptions of VET. • Coordinate with media outlets and influencers to amplify campaign reach and ensure messages resonate with diverse audiences.
4. Event and Activity Coordination
<ul style="list-style-type: none"> • Support the design and implementation of public events, workshops, field visits, and media interviews, ensuring professional visibility materials and media coverage. • Facilitate opportunities for dialogue among VET stakeholders, employers, students, and policymakers to strengthen awareness and collaboration. • Provide on-site communication support, including photography, live updates, and post-event coverage.
5. General Project Support
<ul style="list-style-type: none"> • Assist S4J team members in carrying out various project-related tasks, providing flexible and timely support to ensure smooth implementation of activities and achievement of project objectives.

The service provider will periodically report to Transferability Portfolio Manager who will regularly communicate with the expert and provide feedback and guidance on his/her performance and all other necessary support so to achieve objectives of the service, as well as remain aware of any upcoming issues related to service provider's performance and quality of work.

3. ELIGIBILITY CRITERIA

The applicants shall be officially registered in national business center.

4. DOCUMENTS TO BE SUBMITTED

The interested company should send the application file as indicated in the cover page, containing:

- 1. Company NUIS certificate (copy) and Extract from NBC**
- 2. Technical proposal**

The technical proposal shall include:

- 2.1. *Company profile/CV of expert* (Experience with vocational education (VET) projects will be considered a strong advantage.)
- 2.2. *Portfolio of Previous Work* (Samples of relevant outputs, such as social media campaigns, communication products, videos, press releases, visuals, or storytelling materials.)

- 3. Financial proposal**

Financial Proposal must be provided in a detailed description of items and prices per unit. Prices shall be provided in ALL or CHF and the total amount shall comprise VAT if applicable.

S4J VAT 0% registration in process: Swisscontact/Skills for Jobs is in the process of registering with the Regional Directorate of Taxes for VAT tax rate zero percent (0%) for services and goods provided to the project – estimated

to be completed within August 2025. Please present your financial offer based on the recognition at 0% rate will be applied for VAT and the total amount shall comprise VAT if applicable.

The application MUST contain all required documentation, otherwise may be automatically eliminated by Swisscontact without a further request for clarification and/or completion.

5. EVALUATION PROCESS

An evaluation panel, consisting of no less than 3 (three) members, will evaluate the applications as per the following criteria:

- **Technical proposal:** **70%**
 - Company Profile/CV 30%
 - Portfolio of Previous Work 40%
- **Financial Proposal:** **30%**

Swisscontact reserves the right to cancel a bidding process, accept or reject bids without notifying the reasons to the bidders. It also has the right to ask one or more of the applicants for clarifications regarding the bid.

6. SUBMISSION INSTRUCTION:

The deadline of submission is **03 September 2025, EOB**. Please note that in case your offer will be sent later than the deadline for submission, Swisscontact may decide to disqualify your submission and not consider this eligible for further phases of evaluation.

All applications will be submitted in hard-copy, sealed in a covering envelope, to the Swisscontact Albania office: Rr. Skenderbej, Vila 49, Tirane by the deadline above mentioned. The outside of the envelope must clearly note the Award by Invitation reference number and title: 25-15-S4J *Support service for PR & Communication for Development for the project*. All documents should be duly filled, signed and/or stamped.

The application MUST contain all required documentation, otherwise may be automatically eliminated by Swisscontact without a further request for clarification and/or completion.

7. COMMUNICATION WITH THE BIDDERS:

Any communication between SC-ALB and the bidders that might compromise the transparency and fairness of the bidding process must be avoided. Communication has to be documented in writing. The interested applicants can send their questions to al.info@swisscontact.org by *27 August 2025, EOB*. The deadline for submitting responses will be *28 August 2025, EOB*. Responses to requests for clarification by one bidder must be shared with all bidders in BCC mode of email or the response to be uploaded on the website.