**Terms of Reference**

Consulting Services on Increasing the Project’s Visibility Activities

**LOCAL AND REGIONAL COMPETITIVENESS PROJECT (2016-2021)**

Grant No.: TF01779MK

Ref. No: MK-LRCP-P154263-CQS/C4-21-3

***Background***

The ***Project Development Objective*** of the Local and Regional Competitiveness Project (LRCP)

is to enhance the contribution of tourism to local economic development and improve the

capacity of the government and public entities to foster tourism growth and facilitate

destination management.

LRCP is a four-year investment operation financed with a grant from the European Union (IPA

II), and managed as a Hybrid Trust Fund. The project consists of four components, one executed

by the World Bank and three by the government. The LRCP is based on a holistic

approach to tourism development and destination management, and will provide investment

funding and capacity building to support sector growth, investment in destinations, and specific

destination prosperity.

***Project components:***

* Component 1: Technical assistance for tourism development
* Component 2: Strengthening destination management and the enabling environment
* *Sub-component 2.1: Central level capacity, coordination, and policy*
* *Sub-component 2.2: Destination management*
* Component 3: Investment in tourism-related infrastructure and linkages at destinations
* *Sub-component 3.1: Infrastructure investments*
* *Sub-component 3.2: Grants for enhanced tourism service delivery and local economic impact*
* Component 4: Strengthening project management

At the **central government level**, the project will enhance the business environment, public-private dialogue, and strategic planning for the sector (*Sub-component 2.1*). At the **regional and local levels**, the LRCP will support selected tourism destinations in the country through a combination of technical assistance activities to improve destination management (*Sub-component 2.2*), infrastructure investment (*Sub-component 3.1*), and investment in linkages and innovation (*Sub-component 3.2*).

***Expected key results:***

* Additional private sector investment generated in tourism-related activities in beneficiary destinations;
* An increase in the number of tourism-related jobs created in beneficiary destinations;
* Destination management partnerships formed.

***Objectives of the assignment***

The consulting firm is expected to fulfil the overall objective of the assignment, that the LRCP project is the leading tourism related project in the country, highlight the European Union’s funding contribution and the contribution of the Government of RNM to tourism development in the Republic of North Macedonia and WB as the administrator of the project.

This visibility campaign should promote the aggregated results of the Project based on the results achieved by sub-projects regarding targeted investments in support of tourism to local economic development with a focus on the 10 destinations and improving the capacity of the government and public entities to foster tourism growth and facilitate destination management, through different activities, thus enhancing tourism offerings and experiences and making the country attractive tourism destination.

In order to achieve these objectives, the company is expected to use various communication tools and activities following the EU-visibility guidelines and ensure clarity in message development.

***Scope of this assignment***

Under the guidance of the Project Implementation Unit (PIU) of the LRCP, the company will increase the visibility of results and the mandate of the LRCP through the improvement of the existing web page and the proactive engagement of the local press, including television channels, magazines, and digital media. In this process, the company should emphasize the LRCP’s positive impact and achievements. The company should undertake (but is not limited to) the following tasks:

* Create a feasible and effective communication plan (including media plan) which will ensure efficient coverage of the project activities and the study of measured project outcomes through a visibility campaign;
* Propose three scenarios for TV commercial encompassing the results achieved by sub-grant beneficiaries in three categories: infrastructure sub-subprojects, small and micro enterprises, and NGOs;
* Produce video commercials to be broadcast on national and local TV stations (one long version (60 seconds) and three short ones), using already-created video materials and original content and messages;
* Create and publish content on LRCP web site and social media which will ensure efficient coverage of the project outcomes and promotion of its results under the components of the project and propose online media plan;
* Produce and publish online success stories (including brief descriptions, figures, and photos) for all sub-projects funded by the LRCP sub-grant scheme according to the proposed online media plan;
* Improve the existing website and provide three years of paid hosting and prepare the transfer of the content of the LRCP website to an institutional website;
* Create a PR strategy including:
* A detailed scenario for a closing event with accompanying press conference;
* Preparation of media materials for further distribution to the media (announcement of events, press releases, articles for various media, etc.);
* Professional support in the formulation of messages and public appearances;
* Monitoring and delivering media announcements or media clippings to the client;

\*Organization of the closing event will depend on COVID – 19 circumstances, so the company should propose alternative concepts for the event, strictly following the protocol for public events during the COVID-19 pandemic (photo exhibition, video displaying the achievements of the LRCP, testimonials from main donors, etc.).

**TIMELINE & PAYMENT SCHEDULE**

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| --- | --- | --- |
| Deliverable | Target Completion | Payment |
| Create the communication plan with media plan; design of visibility materials and plan for improvement of the website, acceptable to the client. | End of June 2021 | 15% |
| Production of videos and other materials. An activity report is required, acceptable to the client. | Early July 2021 | 30% |
| Campaign launch and implementation of envisioned activities (in accordance with the communication plan, media plan and online media plan) and Closing event in accordance with the PR strategy (for which an activity report is required), acceptable to the client. | Mid July – mid Sep 2021 | 40% |
| Submission of the final report, acceptable to the client. | End of September 2021 | 15% |

***Required qualifications***

The LRCP seeks to work with a well-established company in the field, with no less than five years’ experience in similar jobs working with donors' entities.

* Use of innovative communication techniques and tools;
* Very good knowledge of current developments and practices in communication, including digital media, and community organization and participation;
* Understanding of the tourism sector, investments or other related fields in North Macedonia;
* Ability to express ideas and concepts clearly and concisely.

The minimum qualification criteria are:

* A minimum of five (5) years of professional experience in development communications, public relations, journalism, marketing, or a related field;
* Capability and proven experience in developing and executing public awareness strategies, with at least two such projects undertaken in the last five years;
* Capability and proven experience crafting messages in various formats (press releases, websites, success stories, social media, etc.) targeting a variety of audiences, with at least two such projects undertaken in the past five years;
* Previous communication and PR experience in an EU-funded project, and knowledge of EU visibility requirements, will be considered a strong advantage;
* Previous experience in communicating national tourism issues, investments or other related fields will be considered a strong advantage.

The team composition should include the following expertise:

* *Campaign specialist:*  
  + University degree in journalism, public relations, marketing, advertising, or a related discipline;
  + Minimum of 10 years of experience in campaign development and implementation;
  + Proven track record of working on campaigns (at least two) funded by EU/World Bank and other foreign donors, and knowledge of EU visibility requirements;
  + Knowledge of North Macedonia’s tourism issues, investments or other related fields will be considered an advantage;
  + High level of written communication, as demonstrated through a successful history of report preparation;
  + Timely communication and fluency in oral and written English.
* *Public relations specialist:*
* University degree in journalism, public relations, marketing, advertising, or a related discipline;
* Minimum of 10 years of experience in public relations;
* Proven track record of working on campaigns (at least two) funded by EU/World Bank and other foreign donors, and knowledge of EU visibility requirements;
* Knowledge of North Macedonia’s tourism issues, investments or other related fields will be considered an advantage;
* High level of written communication;
* Timely communication and fluency in oral and written English;
* *Copywriter:*
* Minimum of 10 years of experience in copywriting;
* Proven track record of working on campaigns (at least one) funded by EU/World Bank and other foreign donors, and knowledge of EU visibility requirements;
* Knowledge of North Macedonia’s tourism issues, investments or other related fields will be considered an advantage;
* High level of written communication;
* Fluency in oral and written English.

**Work setting**

The firm will work under the direct supervision of the LRCP project director and other PIU LRCP experts.

**Duration of the Assignment**

The contract shall be concluded for the duration of the project for the period of three (3) months. The term of the contract shall be defined in the agreement.