



Call for Offers: Strategic Communication Consultancy

The Swiss-supported Parliament Support Programme is a 10 year parliamentary strengthening project implemented by the National Democratic Institute, and Skopje-based Institute for Democracy Societas Civilis Skopje and Center for Change Management.

The project focuses on consensus-building, structural reform, and capacity building in the Assembly of the Republic of North Macedonia's institutional development; its legislative and oversight roles; and its institutional accountability. Specific PSP goals include supporting Assembly efforts to improve the quality of legislative and financial scrutiny services, information and communication technology infrastructure, human resources management, legislative review and amendment processes featuring public consultation and legal and regulatory assessments, and website and other communication channels for public information geared towards improving transparency and accountability. For more information about the project: <https://bit.ly/39QeptZ>.

For the purpose of this project, PSP seeks to engage communication expert(s) to provide consultancy support on public outreach and strategic communications. **A project goal is to improve the Assembly's transparency and accountability efforts and parliamentary openness for citizens and civil society organizations.**

The consultant(s) will also support PSP and the Assembly to expand the project's external outreach, primarily focusing on online and social media, in addition to traditional media.

Questions may be submitted by email to ndimacedonia@ndi.org until February 12, and proposals should be submitted by email to ndimacedonia@ndi.org until February 26, 2021.

Public relations firms or specialist(s) are invited to bid for a two-year contract. PSP seeks to engage a public relations firm or specialist(s) that will:

- Conduct a needs-assessment of the communication units/departments in the Assembly, identifying opportunities for improvement and institutional development;
- Support the development of a public communications strategy, which will need to ensure greater transparency in the work of the Assembly, especially an increased digital engagement with citizens to address issues of public interest;
- Provide advisory, consultancy, training support and coaching if needed to relevant internal departments and officials on public relations outreach, including developing effective communication (paid and earned media) through traditional and social media channels;
- Assist the Assembly in crafting rapid response communications;
- Provide advisory, consultancy, and training support to the project implementers on public relations outreach, including developing an effective and innovative communication campaign on traditional and social media channels.
- Coordinate with the Communication Strategy of the Swiss Embassy in Skopje;
- Manage the development of media plans and strategies, to promote the program and engage targeted groups, including people at-risk of social exclusion;
- Follow trends in multimedia and propose creative and engaging ways to highlight success stories; and,
- Cultivate and maintain the project identity and branding.

The selected public relations firm or specialist(s) must provide qualified human resources to successfully implement the scope of work, which would include:

- At least five years experience providing strategic communications support to public institutions, private companies or international organizations;
- Solid experience developing and implementing communication plans, including media buying;
- Demonstrated ability for knowledge sharing, training or coaching;
- Awareness of representative government and Macedonian politics are essential; and,
- Creative social media specialist to assist with strategic online content generation in English, Macedonian, and Albanian.

The engagement is planned for April 2021 to April 2023, and PSP has budgeted an overall amount between 75,000 - 100,000 CHF. Offers should be VAT exempt as the project is registered with the Secretariat for European Affairs.

The exact Terms of Reference for the engagement of selected consultant(s) will be decided by PSP and the Assembly, and will be an integral part of the contract agreement with the selected public relations firm or specialist(s).

Interested parties should submit in English a (1) brief **portfolio including CV(s)** of proposed consultant(s); (2) outline of the **proposed work** including details of planned activities and approaches and (3) an accompanying financial quote (**proposed budget**) for the **consultancy and media buy**.

All proposals should demonstrate their ability to measurably increase public awareness.

Only electronic offers will be considered and the message subject line needs to indicate that it is an **offer for strategic communication consultancy**.

The proposals will be evaluated based on the vendor's ability to meet description of need, experience and price. PSP reserves the right to consider proposals for modification at any time before a contract is awarded. PSP shall not be liable for any costs associated with the preparation, transmittal, or presentation of any materials submitted in response to the request for proposals.

Although not disqualifying, companies submitting a proposal must disclose any past, present, or known future relationships with any parties associated with PSP. By submitting a proposal, the interested parties certify that the prices offered were arrived at independently and without purpose of restricting competition with other offers including but not limited to subsidiaries and that prices have not been and will not be knowingly disclosed to any other offerer unless required by law. Failure to comply with these requirements may result in having to re-evaluate the selection of a potential proposal.

