

**TERMS OF REFERENCE**

**PROJECT**

**“ADRIATIC IDENTITY THROUGH DEVELOPMENT OF ARTS”**

**ITALME 493 “AIDA”**

**“External expertise/Communication - Fee for web content & Social Media Manager; press office”**

**1. BACKGROUND INFORMATION 3**

1.1. Beneficiary authority

1.2. Contracting Authority

1.3. Relevant background information

**2. OBJECTIVE, PURPOSE & EXPECTED RESULTS 3**

2.1. Overall objective

2.2. Purpose

2.3. Results to be achieved by the Expert

**3. ASSUMPTIONS & RISKS…………………………………….4**

3.1 Assumptions underlying the project ……………………………………….

3.2 Risks

**4. SCOPE OF THE WORK ……………………………………...5**

4.1. Specific activities

4.2. Contract management

4.3. Project facilities

**5. LOGISTICS AND TIMING 6**

5.1. Location

5.2. Commencement date & Period of implementation

**6. REQUIREMENTS 6**

6.1. Qualifications

6.2. Office accommodation

6.3. Incidental expenditure

**7. REPORTS…………………………………………………………. 8**

7.1 Reporting requirements

7.2 Submission and approval of reports

1. BACKGROUND INFORMATION

**1.1 Beneficiary Authority**

Tirana Cultural Center – Metropol Theatre

**1.2 Contracting Authority**

Tirana Cultural Center (QKT)

**1.3 Relevant background information**

AIDA aims to demonstrate that it is possible to consider the entire program area (Italy Albania Montenegro) from a single point of view, highlighting the many points of contact that exist between the citizens and the communities of the different territories involved. AIDA will create an Adriatic Identity Model based on memory awareness of the communities. The model will be developed along two paths: a desk research (with scientific purpose) and a field research (for specific work focusing on art within the community). The project will create local community networks in the cities of Lecce, Campobasso, Tirana and Ulcinj that will later be connected with the aim of creating a cross border network of communities in the Adriatic area. The cities will be “pilot cities” with a perspective to develop and follow-up the project in other cities in order to cover the entire program area. In each city, artistic projects will be carried out that will actively involve the entire community and all stakeholders. These activities will focus on remembering the past of each community and city, through the use of storytelling and performing arts activities. The results from each city will be transformed into a single work of contemporary art: an original theatrical production that will involve artists from all areas. All activities will be closely connected to abandoned and forgotten places which represent the cities and citizens of today. The project will enhance these forgotten places in terms of tourism through specific cultural and environmental actions involving communities and stakeholders. The project will also improve the area by planting trees chosen by various communities; PEOPLE, PLACES AND TREES will be an innovative way of involving artists and the community and increasing audience and tourist development. Tirana Cultural Center – Metropol Theatre will focus their work on the history and the socio-cultural context of the “Kombinati” District in Tirana, Albania.

**2. OBJECTIVE, PURPOSE & EXPECTED RESULTS**

**2.1 Overall objective**

AIDA clearly wants achieve two general objectives in which are included all the project’s sides. The first one is to develop an Adriatic Identity Model based on memory awareness of the community that are involved and that would be raised in the forgotten places. These are chosen for better increase the cooperation of the relevant key actors of the areas. The second is strictly linked to the first one because wants to enhance forgotten places for tourism development. Starting by this clear idea to obtain concrete results it is quite easily to understand that focusing on the research of the Adriatic Identity permits to have a delivery of innovative cultural and creative products that would be the first, unique, multifaceted, interdisciplinary map of this quite peculiar identity that, till now, it is not clearly well known.

This main overall objective is the lighthouse to follow to develop and give a long life at the project. To build an Adriatic Identity model means first of all connect four different area, and going deeper four different cities, and so forth linking people from that areas permitting them to exchange story, life experience, imagines, religion of the forgotten places. This exchange would create, using tools, first a virtual community that will stress which are the peculiar characteristics of Adriatic identity, create as well as curious around a kind of Atlántida that rise from the Adriatic.

So in the meanwhile of the project developing, in which are comprehensive collect materials from research, rewrite it, create a community of artist from all over the areas, realize a new original production, organize and make show case in the four cities and at the end planting trees in the forgotten places, it will be not only increase the cooperation but also create replicable model that would be export to other cities to really do the map of Adriatic identity. Furthermore, all these actions make a tourist demand that would naturally develop the areas during time.

**The objective of this assignment is as follow:**

The overall objective of this assignment is to accomplish all communication activities that will take place via web and social media, limiting the use of paper.

**2.2 Purpose**

The purpose of this assignment is to promote, administer and manage the entire life cycle of social communication, promoting the achievement of results, day after day, all the activities of the project, from institutional meetings, to workshop activities, to production to the circuit of production, show cases and the final event in Lecce giving thus a wide dissemination of every single activity for each single partner and taking care of the synergy of the activities between the partners.

**2.3. Results to be achieved by the Contractor**

**Results to be achieved by the Contractor**

* Content management (including website).
* Social Media management including Facebook, Instagram, Youtube etc.
* Provide support to Video Maker to create original video tools for spreading purposes.
* Should achieve audience growth.
* Should increase the content reach.
* Promotion of all project activities.
* Writing articles and press releases regarding project activities.
* Social Media manager will have a positive impact on all social media outlets by providing qualitative content that reflects the work of all external and internal experts involved in the project
* Wide local, national and international audiences will be educated about the process and the findings both academic and artistic research, they will be encouraged to participate both in the online and on site activities and events
* Promotion of cultural assets as part of tourist attractiveness

1. **ASSUMPTIONS & RISKS**
   1. **Assumptions underlying the project**

* Continued Government commitment and support IPA CBC Italy-Albania-Montenegro 2014-2020 in Albania.

**3.2 Risks**

The risks that could affect the successful and timely completion of the project are:

* Low citizen participation;
* Unavailability of places / cultural assets

1. **SCOPE OF THE WORK**
   1. **General**

The Social media Manager will maintain the web of the project and manage all its social media, including creating content and writing press releases regarding the project activities. Also will support Video Makers to create original video tools for spreading purposes. The Social Media Manager Expert will manage all the content and social media platforms for Tirana Cultural Center, and have periodic and continual display of content according to a strategic plan. The expert will advertise through photo, video or written content each activity during the length of the entire project, promoting the profiles of the participants and the achievement of the results for each activity.

* + 1. **Geographical area to be covered**

Albania

* + 1. **Target groups**
* Local public authority;
* Interest groups including NGOs;
* Higher education and research;
* General public;
* Education/training centre and school;
* Enterprise, excluding SME;
* Regional public authority;
* National public authority;
* Sectoral agency.

**4.2. Specific activities****:**

* Manage social media day-to-day activities including: Facebook, Instagram, Web,
* Develop relevant content topics to reach the project’s target people.
* Create, curate, and manage all published content (images, video, written and audio/podcast).
* Create and publish press releases regarding the project activities.
* Develop and expand community and/or influencer outreach efforts.
* Social media graphics for all profiles: Facebook cover, profile pic, thumbnails, Instagram, Twitter, etc.
* Website design and management.
* Collaboration with other social media project partners responsible for coordination of social media
* Design, create and manage promotions and social ad campaigns.
  1. **Project management**

The Beneficiary for the project is: Tirana Cultural Center. The project management team established within Tirana Cultural Center is responsible for the management of the project.

* + 1. **Responsible body**

The Contractor will keep continuous communication with the Director, the Project Manager and the Director of the Tirana Cultural Center.

**4.3.2 Facilities to be provided by the Contracting Authority**

The Contractor shall ensure quality and meaningful participation, professionalism and deliver scientific research in written form as final presentation of the work.

**5. LOGISTICS AND TIMING**

**5.1 Location**

### The activities will take place in Metropol Theatre, at Tirana Cultural Center in Tirana.

**5.2 Commencement date & Period of implementation**

The date for commencing implementation shall be from the signature of the contract by both parties. However, the tentative date for start of the assignment is April 2021.

The period of the execution of the contract is 8 months.

**6. REQUIREMENTS**

**6.1 Staff**

These Terms of Reference contain expert profiles and the tenderer shall submit CVs and Declaration for the consultants.

* 1. **Key experts**

The expert who will implement this contract is referred to as **Social Media Manager.** The profile of the **Social Media Manager** for this contract is as follows:

**Qualifications and skills**

* Minimum three years of professional experience in digital marketing or social media.
* University degree in information and technology, marketing, communication or any related area.
* Good ability to write articles or news.
* Fluent in English language both written and oral, knowledge of Italian a favourable preference.
* Keen organizational skills and a positive attitude and be able to treat people with respect at all times.
* Excellent negotiation and interpersonal skills.
* Self-motivation and the ability to motivate and inspire others.
* Must display a high level of creativity and innovation
* Must be willing and able to work in a team setting and have the ability to lead a team if the need arises.
* Must be conversant with Web designing tools and other related computer programs
* Strong familiarity with the business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.)
* Knowledge of project management and web design best practices
* Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns
* Strong written and verbal communication skills

**6.1.3 General professional experience**

* Minimum three years of professional experience in digital marketing or social media.
* Possesses knowledge and experience in the tenets of traditional marketing.
* Is a team player with the confidence to take the lead and guide other employees when necessary. (ie: content development, creation and editing of content, and online content management).

**6.1.4 Specific professional experience**

* Displays ability to effectively communicate information and ideas in written, audio and video format.
* Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, etc.) and how each platform can be deployed in different scenarios.
* Practices superior time management.
* Relevant experience in content management and/or copy-writing.
* Experience in similar contract would be an advantage.

**6.2 Other experts, support staff & backstopping**

No other experts are required for this contract.

**6.3 Facilities to be provided by the Contractor**

The Contractor is responsible for taking care to promote, day after day, all the activities of the project, from institutional meetings, to workshop activities, to production to the circuit of production, show cases and the final event in Lecce giving thus a wide dissemination of every single activity for each single partner and taking care of the synergy of the activities between the partners.

**6.4 Equipment**

No equipment is to be purchased on behalf of the Contracting Authority / partner country as part of this service contract or transferred to the Contracting Authority / partner country at the end of this contract. Any equipment related to this contract that is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

**7. REPORTS**

The external expert will submit the following reports in English in one original and two copies as required by Program Reporting Requirement:

* **Inception Report** of maximum 5 pages to be produced no later than one month after the start of preparing the report. In the report the Contractor shall describe e.g. existing situation, progress in collecting data, any difficulties encountered or expected in addition to the work programme and work plan. The Contractor should proceed with his/her work unless the Contracting Authority sends comments on the inception report.
* **Final Report** of maximum 10 pages according to the deliverable described in the ToRs including recommendations. This report shall be submitted no later than one month before the end of the period of implementation.
  1. **Submission and approval of reports**

The report referred to above must be submitted to the Project Manager identified in the contract. The Project Manager is responsible for receiving the report.