 **REPUBLIKA E SHQIPËRISË**

**MINISTRIA E EKONOMISË, KULTURËS DHE INOVACIONIT**

**AGJENCIA KOMBËTARE E ARSIMIT, FORMIMIT PROFESIONAL DHE**

**KUALIFIKIMEVE**

*Nr. .......… Prot. Tiranë, më \_\_\_\_\_\_\_\_\_\_2024*

Implementing priorities for the European Agenda for Adult Learning - National Coordinators for the implementation of the Agenda

REf: 101144279-ERASMUS-EDU-2023-AL-AGENDA-IBA

Announces

**REQUEST FOR EXPRESSIONS OF INTEREST**

**PR Expert**

REf: 101144279-ERASMUS-EDU-2023-AL-AGENDA-IBA

The National Agency for Vocational Education and Training and Qualifications (NAVETQ) as the National Support Service for European Platform for Adult Learning in Europe (EPALE) have been awarded a grant from the European Programs for Education and Youth, Erasmus+ for National Coordinators for the Implementation of the European Agenda for Adult Learning (AL-AGENDA). The project aims as follows: (i) to steer an action of support and promotion on adult learning nationally; (ii) to strengthen the interinstitutional coordination, participation and policy debate; (iii) to generate a better understanding on the needs and benefits of adults learning; (iv) to promote and raise awareness among beneficiaries of Adult Learning, and (v) to improve capacity at NAVETQ to drive policy change and interventions in the system of skills and training delivery, through encouraging involvement of partners in policy debate, engage group of interest to present and sinus policy agenda, prepare evidenced based policies and benefit sharing best practices with EU or region neighbours.

The NAVETQ needs to engage one **Expert for PR**

## Objective of the Assignment

This project aims to contribute to this contextual challenge of Albania, by providing this set of activities: (i)Establish steering committee through a Minister Order and specify role and responsibilities, deliverables and time frame of the mandate. A technical secretariat will be supporting the committee work and deliverables; (ii) thematic conventions are national policy forums, based on concrete report assessment and policy agenda. Four national level conventions will be organized until the national Action plan on AL is being consolidated and submitted to the government as a policy document for endorsement: (iii) Comparative study on the blended learning practices in Europe and state of play in Albania; and (iv) Online and social media, partners activities, Web site of the steering committees under NAVETQ, printing and distribution of the report, peer exchange. The Adult Learning Expert will be responsible for driving the implementation of key initiatives focused on increasing adult participation in learning and ensuring alignment with European Union (EU) priorities. The work includes supporting innovative learning environments, strengthening cooperation among relevant actors, and promoting skills development in line with the green and digital transitions.

### **Scope of Work**

The PR Expert will contribute to the success of the project by managing the public-facing communication and engagement strategies that encompass all work packages (WPs). The role will require strategic planning, media relations, content creation, and stakeholder engagement to ensure the project's message resonates with the intended audiences.

#### **Key Responsibilities**

#### **1. Development and Implementation of a Communication Strategy**

**Objective**: Create a tailored PR and communication plan that enhances the visibility of the project and its objectives.

**Key Tasks**:

* Develop a comprehensive communication strategy that aligns with the project’s overall objectives, including increasing adult participation in learning, supporting workplace learning, and advancing green and digital skills.
* Identify key messages for different target audiences (policymakers, educators, industry, and the public).
* Plan and execute communication campaigns that highlight milestones, progress, and achievements across all work packages.
* Ensure alignment with the EU’s overarching initiatives like the "Pact for Skills" and national strategies.

**Expected Outcomes**:

* A clear, actionable communication plan that guides all outreach efforts.
* Strong visibility of the project’s objectives in the public domain.

#### **2. Media Relations and Stakeholder Engagement**

**Objective**: Engage media and key stakeholders to maximize exposure and build strong support for the project’s outcomes.

**Key Tasks**:

* Develop relationships with local, national, and EU-level media outlets to secure coverage of project milestones and achievements.
* Draft press releases, opinion pieces, and media advisories to promote key events, findings, and activities.
* Organize press conferences, media briefings, and interviews with project experts and stakeholders.
* Engage influencers and advocates in the adult learning space to further amplify the project’s message.

**Expected Outcomes**:

* Media coverage in key outlets, ensuring widespread awareness of the project.
* Increased engagement from media, influencers, and thought leaders on adult learning and skills development issues.

#### **3. Content Creation and Management**

**Objective**: Develop and distribute high-quality content that effectively communicates the project’s goals, progress, and impact.

**Key Tasks**:

* Create engaging, informative, and accessible content for different platforms, including websites, social media, newsletters, and print materials.
* Oversee the development of project-branded materials, including infographics, reports, brochures, and videos that highlight key successes.
* Collaborate with project partners to gather testimonials, success stories, and case studies for promotion.
* Manage the project’s online presence, including social media platforms and websites, to ensure regular updates and visibility.

**Expected Outcomes**:

* Production of diverse, high-quality communication materials.
* Increased engagement on social media platforms and other digital channels.

#### **4. Dissemination Strategy and EU-Level Activities**

**Objective**: Ensure effective dissemination of project results and key messages at the EU level.

**Key Tasks**:

* Lead the development of a dissemination strategy targeting key EU stakeholders, policymakers, educators, and industry leaders.
* Plan and execute dissemination events, such as webinars, workshops, and EU conferences to share project results.
* Coordinate with EU-level networks, such as EPALE, to broaden the visibility and impact of project findings.
* Prepare regular reports and updates for key stakeholders, showcasing the project’s achievements and lessons learned.

**Expected Outcomes**:

* Well-attended dissemination events and EU-level engagement.
* Broad awareness of the project’s results among EU stakeholders and influencers.

## Qualification Requirement

The **Expert for PR** should have:

* A university degree in Informatics, Electronics or a related field.
* Proven experience in public relations, communication, or media engagement, ideally in an EU project context.
* Strong understanding of the adult learning, skills development, and education sector in Europe.
* Experience in developing and implementing PR strategies, managing media relations, and organizing events.
* Excellent writing and content creation skills, with the ability to tailor messages for different audiences.
* Familiarity with EU policies, initiatives (like the "Pact for Skills"), and dissemination practices.
* Strong interpersonal and communication skills, with experience engaging stakeholders at all levels.

## Evaluation procedure

Applications will be evaluated based on a cumulative analysis taking into consideration the applicant’s technical qualifications.

## Reporting and Duration

The Expert will be closely cooperating with the NAVETQ staff to coordinate the contents as well as the deadlines for delivery.

## Payment schedule

Payment will be made upon delivery of the study documented in regular in voices by the recruiter to the contracting authority (NAVETQ).

Interested applicants may obtain further information regarding the Terms of Reference at the websites: [http://www.akafp.gov.al; htt](http://www.akafp.gov.al/)p://www. erasmusplus.al/or at the address below, Monday – Thursday 08:00 - 16:30 hrs and on Friday 08:00 - 14:00 hrs.

**National Agency of Vocational Education Training and Qualifications**

**Addr: Str."Mustafa Lleshi", Godina e Thesarit , Tirana, Albania Tel: + 355 4 2237087**

Interested applicants should submit:

* Expression of interest,
* Recently updated CV;
* A copy of a recent report/study performed
* Two names as referees

Expressions of interest must be delivered in a written form (post) to the below address:

**National Agency of Vocational Education Training and Qualification**

**Add: Str."Mustafa Lleshi", Godina e Thesarit**

**E-mail address:** [info@akafp.gov.al](mailto:info@akafp.gov.al),

**Tirana, Albania**

**Attn: Mrs. Ejvis Gishti**

**General Director**

The right corner of the envelope or subject of the e-mail must indicate the relevant position of interest. The deadline for receipt of submission is

**GENERAL DIRECTOR**

**Ejvis Gishti**