**TERMS OF REFRENCE**

**For**

**Developing and executing the breast cancer awareness campaign.**

**Local Consultant Company- Communications/PR firm**

**AL-MH-440087-CS-CQS**

1. **BACKGROUND AND CONTENT**

Recently the Government of Albania has received a loan from IBRD under the project Health System Improvements Project to improve access and efficiency of health care services in Albania. The Project Development Objective (PDO) is to contribute to improving the efficiency of care in selected hospitals in Albania, improving the management of information in the health system, and increasing financial access to health services. The Albania Health System Improvements Project (AHSIP) will support:

* reforming the hospital sector by creating a sound legal framework and management structure for efficient service provision, strengthening performance management and planning, overcoming operational constraints in service delivery, supporting rationalization of the hospital network, and strengthening the referral system;
* improving monitoring and management of service quality and efficiency through the establishment of a health management information system and of a medical equipment management and maintenance system; and
* reforming the health financing and provider payment systems, improving capacity of the HIF for strategic purchasing, strengthening systems for efficient purchasing/distribution of pharmaceuticals and medical supplies, and assessing options to expand insurance coverage within the available fiscal space.

Enhancing inter-governmental communication, partnership, and collaboration in the implementation of the Strategy of Health 2021-2030 and the Strategy of Social Protection 2024-2030 is essential for ensuring coordinated and effective action. This involves establishing clear communication channels and joint planning sessions among various entities, including the Ministry of Health and Social Protection (MoHSP), to align efforts and resources towards common goals. Creating a clear, consistent, and positive image of the reform processes is crucial for gaining the support and trust of the public.

Strengthening technical capacities and capabilities in strategic communication is vital. This includes training in areas such as crisis management, media engagement, and the use of digital communication tools to effectively convey complex policy information and manage public relations. Additionally, enhancing the capacity of the media to report objectively on the developments of health and social protection reforms ensures accurate public information and helps build trust. This can be achieved through training journalists, providing them with necessary data access, and fostering a collaborative relationship between institutions and the media. Finally, increasing public understanding of the work done in the areas of health and social protection involves comprehensive outreach programs.

These programs should educate citizens about the goals, benefits, and progress of the reforms, using community engagement, educational campaigns, and social media platforms to demystify actions and encourage public participation. Collectively, these efforts contribute to the successful implementation and public acceptance of health and social protection strategies, ultimately leading to improved health outcomes and social welfare for the citizens of Albania.

This communication strategy for the Ministry of Health and Social Protection (MoHSP) is essential to ensure that the goals and mission of the Ministry are successfully met, influencing a positive change in society in the field of health and social protection. Here are some important aspects of the purpose and importance of this strategy:

Communication Objectives

* Raising Public Awareness and Understanding;
* Improving the Image and Credibility of the Ministry
* Promotion of Transparency and Dialogue with the Public;
* Determination and Understanding of Policy Priorities;
* Impact on Public Police and Social Changes.

Target Audiences:

* The general public;
* Media;
* Non-profit organizations and civil society;
* Health Professionals and Beneficiaries of Social Services.

1. **OBJECTIVE OF THE ASSIGNMENT**

The objective of this assignment is to strengthening health information by developing and executing the breast cancer awareness campaign.

1. **SCOPE OF WORK**

In close collaboration with and under direct supervision of Ministry of Health and Social Protection and Project Coordination Unit of HIS (Health System Improvement) Project, the local company will be responsible for consultancy services for communication campaign on the results/achievement of master plan of activations related to the breast awareness campaign.

1. **DUTIES AND RESPONSIBILITIES:**

* Develop and implement a communication strategy for the mass communication with the public for the breast awareness campaign.
* Develop and maintain a calendar of external communications events with various stakeholders in order to anticipate long-term event planning and message delivery for the MoHSP.
* Refine key messages as part of the overall communication for each pillar of the campaign.
* Produce communication materials to address various stakeholders.
* Maintain media contacts database and coordinate on press release distribution.
* Monitor media reporting in relation to the campaign, and alert on sensitivities.

1. **REPORTING REQUIREMENTS**

The consultant shall work under the general supervision of the Deputy minister of Health and Social protection, who will facilitate the Consultant’s access to the necessary documentary materials as well as access to the key stakeholders to the assignment.

1. **DELIVERABLES**

*Creative & Design for promotional & informative campaigns for breast cancer awareness*

* Creative and Design of informative /promotional campaigns for MoHS;
* Design service for all monthly informative materials adapted to all communication channels;

*Informative and awareness-raising activities in order to promote different activities on breast cancer*

* Organization of different promotional and informative activities for different campaigns as per the master plan and aiming to raise awareness for different health issues and social protection initiatives.

*Informative & Testimonial Video Production*

* Production and realization of informative audio-visual materials, showcasing the importance of each key initiative of MoHS and promoting different activities’
* Videos must contain graphic elements, be dynamic and adapted to all possible formats for widespread use in communication channels;
* Not less than 3 videos per month.

*Online Banners*

* Design and publication of promotional/informational campaigns on Albanian portals using online banners guaranteeing a total estimated visibility of 10,000,000 impressions/views within the contract period.
* Banners must be designed according to IAB standards, choosing between the following dimensions: 728x90px (leaderboard), 300x250px (medium rectangle), 250x250px (square), 336x280px and 160x600px and between JPG, GIF, PNG, HTML5/GIFF or Video formats;
* The resolution must be high to display qualitatively on different screens;
* The texts on the banners will be concise and understandable for the readers;
* Banners will comply with advertising laws and regulations.

*Monitoring of Digital Communication Parameters and Campaign Performance*

* Monitoring and tracking of digital communication through special platforms (ad-serving);
* Delivery of periodic reports on the progress of the campaigns (including statistics where applicable), according to the request of the contracting authority.

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| **No.** | **Reports** | **Delivery time** |
| 1. | Creative & Design for promotional & informative campaigns for breast cancer awareness | 1 month from contract signing |
| 2. | Report on Informative and awareness-raising activities in order to promote different activities on breast cancer | 2 months from contract signing |
| 3. | Informative & Testimonial Video Production | 2 months from contract signing |
| 4. | Online Banners as per ToRS requirements | 1 month from contract signing |
| 5. | Report on Monitoring of Digital Communication Parameters and Campaign Performance | 1 month from contract signing and each month |
| 6. | **Final report on the services** | 4 months from contract signing |

1. **CONSULTANTS QUALIFICATIONS**

The successful Consultant firm will have demonstrated experience of about **15 years** in the field of communication and marketing. The consultant should demonstrate to have the following capacities:

**Experience and Expertise**

* 15+ Years in Communication and Marketing: The firm should have a proven track record of at least 15 years in the communication and marketing industry.
* Strategic Communication: Demonstrated ability to develop and implement strategic communication plans.
* Digital Marketing: Proficiency in digital marketing strategies including SEO, PPC, social media marketing, and content marketing.
* Public Relations: Proven success in media relations, crisis communication, and public relations campaigns.
* Advertising Campaigns: Creation and execution of impactful advertising campaigns across various media platforms.
* Diverse Industry Portfolio: Experience working across various industries such as healthcare, finance, telecommunications; technology, consumer goods, public sector etc.
* Case Studies and Success Stories: Documentation of successful projects and campaigns – at least 3 in the last five years.
* Client Testimonials and References: Positive feedback and testimonials from clients; availability of references.

**Project Management:**

* Effective Project Management: Demonstrated ability to manage large and complex projects efficiently.
* Timeliness and Reliability: History of delivering projects on time and within budget.

**Ethical Standards and Compliance:**

* Ethical Practices: Adherence to ethical standards and industry best practices.
* Compliance: Familiarity with and adherence to relevant regulations and standards (e.g., GDPR for data protection).

The Consultant will be a local company/ Agency or marketing communications Group of Agencies which possesses well established advertising, public relations and organizational departments or separated specialized entities /companies. The company should have the following staff available for this assignment:

**Project Manager / Team Leader**

* **Capabilities:**
  + Strong organizational and leadership skills.
  + Excellent communication and negotiation skills.
  + Ability to manage timelines and budgets.
* **Requirements:**
  + University degree in Communication /Marketing /Social sciences/Art/Business Administration
  + 5+ years of experience in project management or campaign management
  + Previous experience in presentation and reporting skills. Experience with international institutions/clients is preferred.
  + Proficiency in project management tools
  + English C1 level in the Common European Framework of References for Languages

**Creative Director**

* **Capabilities:**
  + Strong conceptual and visual design skills.
  + Ability to inspire and manage creative teams.
  + In-depth understanding of branding and storytelling.
* **Requirements:**
  + 10+ years of experience in a creative leadership role.
  + Proficiency in design software (Adobe Creative Suite).
  + A strong portfolio showcasing creative projects.
  + International experience in the field is preferred

**Graphic Designer / Art Director**

* **Capabilities:**
  + Proficiency in design software (Adobe Creative Suite).
  + Strong attention to detail and creativity.
  + Ability to translate complex ideas into visually appealing designs.
* **Requirements:**
  + 5+ years of experience in graphic design or art direction.
  + Bachelor’s degree in Graphic Design or a related field.
  + Strong portfolio demonstrating design skills.

**Copywriter**

* **Capabilities:**
  + Excellent writing and editing skills.
  + Creative thinking and ability to craft persuasive messages.
  + Understanding of SEO and content marketing principles.
* **Requirements:**
  + 3+ years of experience in copywriting.
  + Bachelor’s degree in English, Marketing, Communications, or related field.
  + Portfolio of published writing samples.
  + Knowledge of Albanian language – proficiency level
  + English C1 level in the Common European Framework of References for Languages

**Public Relations Specialist**

* **Capabilities:**
  + Strong writing and communication skills.
  + Ability to manage media relations and secure coverage.
  + Experience in event planning and crisis management.
* **Requirements:**
  + 5+ years of experience in public relations.
  + Bachelor’s degree in Public Relations, Communications, Literature and Language; Journalism or related field.
  + Experience with media database tools (e.g., Cision).
  + Knowledge of Albanian language – proficiency level
  + English C1 level in the Common European Framework of References for Languages

**Video Producer / Motion Graphist**

* **Capabilities:**
  + Experience in video production and editing software.
  + Strong storytelling and visual communication skills.
  + Ability to manage production schedules and teams.
* **Requirements:**
  + 5+ years of experience in video production.
  + Bachelor’s degree in Film, Media Production, Art, Multimedia, ICT, Audio Video Production or related fields
  + Proficiency with video editing software (e.g., Adobe Premiere, Final Cut Pro)

**Web Developer**

* **Capabilities:**
  + Proficiency in web development languages (HTML, CSS, JavaScript, etc.).
  + Strong understanding of UX/UI design principles.
  + Ability to troubleshoot and resolve technical issues.
* **Requirements:**
  + 3+ years of experience in web development.
  + Bachelor’s degree in Computer Science, Web Development, or related field.
  + Experience with CMS platforms (e.g., WordPress).

1. **RESTRICTIONS**

In addition to the standard conflict of interest restrictions specified in the consulting contract, all materials created under this Contract will remain the sole property of the Ministry of Health and Social Protection, HSIP Project Coordination Unit. Re-use of the materials will require the formal, written approval of the, HSIP Project Coordination, Ministry of Health and Social Protection.

The Consultant shall have no material interest in any of the outputs of this assignment. On the commencement of the assignment, the Office Assistant will jointly prepare with the HSIP Project Coordination Unit, Ministry of Health and Social protection, a statement of confidentiality that will bind the Consultant to nondisclosure of any sensitive information that he/she may become knowledgeable of in the course of the assignment.

The terms of this agreement shall be made consistent with the relevant privacy laws of the Republic of Albania.

1. **TIME-FRAME FOR THE ASSIGNMENT**

The consultant should be a local Firm. The selection method to be applied is Consultants Qualification (CQ) in accordance with the procedures set out the World Bank’s Procurement Regulations for IPF Borrowers (procurement in investment project financing Goods, Works, Non-Consulting and Consulting Services July 2016 Revised November 2017 and August 2018).

The contract is expected to be conducted within a 7 seven months period on lump sum basis.

The estimated input of the experts shall be **724 man days.**