

**REQUEST FOR EXPRESSIONS OF INTEREST (REOI)**

**(CONSULTING SERVICES)**

**Local Technical Assistance- Consulting Company**

**Tirana, 22nd of July 2024**

**Additional Financing of Albania Health System Improvement Project (HSIP)**

**Loan No: 93060**

**Project ID Number: P144688**

**Assignment Title:**  **Developing and executing the breast cancer awareness campaign.**

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

**Reference No.** AL-MH-440087-CS-CQS

The Government of Albania has received additional financing, in the amount of EUR 25 million for the Health System Improvement Project in Albania, a loan of International Bank for Reconstruction and Development (IBRD) to scale – up the activities of the parent project and ensure direct impact to the beneficiaries and further improvement of hospital care service provision in the country. The International Bank for Reconstruction and Development (“World Bank”) is acting as administrator of the amount provided. The Ministry of Health (MoHSP) herein after referred as “the Client” has overall responsibility for the Project, and the Project Coordination is responsible for the implementation of the Project through its Project Management Team (PMT). The objective of the Project is to contribute to the modernization of selected public hospital services and to support the reconstruction of selected medical facilities damaged by the 2019 earthquake. The Project consists of the following parts:

Part 1. Improving Hospitals Management and Infrastructure

Part 2. Improving Health Information Management / e-Health for Hospital Services:

Part 3: Monitoring, Evaluation and Project Management:

The additional financing will further support the hospital reform that derived by the Hospital Master Plan as a prerequisite for the rationalization of secondary level of health care in Albania and further improvement of efficiency and quality enhancement of hospitals. The urgency of rationalization and upgrading of the hospital network has been further heightened by the damaged caused by the earthquake. The above will be made possible through the rationalization of oversized hospitals, transformation of current hospital activities and services to a more dynamic and self - efficient health care institution using an integrated approach addressing infrastructure rehabilitation, modern diagnostic equipment and optimization of health care personnel. Building on the results of the parent project (such as the modernization of medical diagnostic equipment’s in 11 regional hospitals, reconstruction of the Pediatric hospital at Mother Theresa hospital, the new building of Laç hospital) the activities foreseen under additional financing are fully aligned with the extended reform agenda and further improvement of hospital care provision. The reconstruction of the regional and municipal hospitals will give an opportunity to implement the updated HMP. The outcomes of the parent project have encouraged the Ministry of Health and Social Protection in pursuing a deeper reform in the secondary level of care starting with the further improvement of diagnostic care, full optimization of regional hospital services, transformation of services in selected municipality hospitals and implementation of health information system in regional hospitals. The improvement of the hospital health care system in the country in all its tiers starting from strengthening management and governance for public hospital services, health financing arrangements, information systems, for improved efficiency and quality of health care in Albania continues to be a main objective for the government of Albania.

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

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).

The firm who will be selected (after fulfilling the minimum qualification/experience requirements above) as highest ranked based on the evaluation/shortlistign criteria below, will be invited for contract negotiations, durign which, the sucessfull firms will be required to fulfill the above key staff qualification.

The Ministry of Health and Social Protection, now invites eligible consulting companies (“Consultants”) to indicate their interest in providing the Services. Consulting Companies should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services (as described above). The evaluation/shortlisting criteria are:

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| --- | --- | --- |
| **No.** | **Evaluation Criterion** | **Points** |
| 1. | Overall experience of the firm (number of years) in the field of assignment | 30 |
| 2. | Number of assignment-related contracts completed during last five years. | 60 |
| 3. | Availability of qualified key staff within the firm | 10 |
| **TOTAL** | | **100 points** |

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.

Further information can be obtained at the address below during office hours 08:00 to 16:30 (Monday to Thursday) and 08:00 to 14:00 on Friday In the address below).Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **05th of August 2024.**

Ministry of Health and Social Protection

Adress: Rruga e Kavajes Tirana- Albania

Project Coordination Unit (PCU)

Health System Improvement Project (HSIP)

Att: Blerina Dudushi

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