



Ovaj projekat finansira Evropska unija

## Call for proposals

### PR AGENCY

- A. Position:** PR Agency
- B. Work place:** Bosnia and Herzegovina
- C. Reference on project:** "EuropeAid/154836/DD/ACT/BA Education Reform to Secure Youth Employment through Enterprise-based Learning
- D. Duration of project:** 36 months
- E. Duration of mission and reporting:** Duration of the mission throughout the lifetime of the Project

#### F: BACKGROUND

Project strengthens the CSOs and institutional capacities for the action in education sector, ensuring participation of CSOs in the process of influencing policies and decision making, advocating for the improvement of legislation with EU best practice, as well as monitoring the implementation of education reforms in BiH.

#### G: OBJECTIVE OF THE PROJECT

**Overall objective is to support to reform of higher education according to EU best students internships enabling students to obtain an education that provides them with the practical skills needed on the labour market in BiH.**

Methods of implementation:

##### **Networking**

Networking, as a method of information exchange experience and establishment of a long-term interaction, will be used to achieve objectives of the project an effective cooperation needs to be established between implementing organizations and stakeholders in the project area, including the media and relevant institutions. Through implementation of planned activities Network will create a necessary synergy among various stakeholders providing a comprehensive, systematic approach to solving problem for acquisition of practical skills at faculties in BiH based on the EU best practice models. This approach will be best respond to the demands of employers and will contribute to the overall growth of employment.

##### **Capacity building**

Conducting a comprehensive capacity building programme and applying thus obtained knowledge in practice the Network will build its capacities to initiate a targeted higher education reform process and thus join the EU integration process. Capacity building will enable the CSOs within the Network to act in concert with one another and successfully define packages of necessary policy/legislative changes, present them adequately and advocate for them at any level of government, supporting one another in their efforts..

Projekat implementiraju

## Advocacy

Initiating and conducting advocacy and media campaigns for policy improvement as a response to lack of transparency of Government institution when drafting laws and policies. This will ensure a public dialogue about education reforms and provide sustainable solutions that would result in higher employment rates among young people. Strategically planned advocacy and media campaigns will create a public dialogue, thereby contributing to the transparency of institutions, opening up the space for the inclusion of Network and other stakeholders in decision-making processes and policy creation;

### H: SCOPE OF WORK

According to project design, the Network should initiate and conduct comprehensive advocacy and media campaigns to initiate improvement of education framework in section of student internships in BiH and adopt a relevant policies and documents in order to align domestic legislation with European best practice in this area. Advocacy and media campaigns will target different stakeholders beyond the Network members: students (including them in the process of advocating for document adoption that affect their future); decision makers (adopting concrete recommendations aiming to change education policy framework), the academic and business community, citizens (raising public awareness on the need for system improvement) etc. The changes of the legislation needed to adequately introduce practical instruction/students internships in higher education in Bosnia and Herzegovina supported by regular advocacy and institutional communication tasks of the project.

### TASKS AND DELIVERABLES

F. The PR Agency will be responsible for all public information activities under this contract. The PR Agency will contribute to the effective implementation of the communication plan under this contract, together with Project Manager and Project Officer of the “Education Reform to Secure Youth Employment through Enterprise-based Learning” Project.

Tasks	Specific Deliverables
✓ Outline of Project communication plan	Project Communication and Media Plan developed
✓ Prepare and develop Project's promotion materials	Promotion materials developed and made accessible
✓ Media and PR campaign in place	Media and PR campaigns developed
✓ Create communication messages	Communication/key campaign messages developed
✓ Organise series of media (TV and radio) appearances	Series of media (TV and radio) appearances organized
✓ Draft Media Advisories (MAs) and Press Releases (PRs)	Number of MAs and PRs
✓ Coordinate communication/media activities	
✓ Work with journalistic and media community	

### Campaign deliverables:

Projekat implementiraju

- Organisation of press conferences to present key benchmarks (successes, milestones) and project activities (e.g. project kick off, annual conferences, official establishment of the Network, debates and advocacy sessions, piloting of practical instruction/students internships models and presenting results thereof, etc.).
- Development of a basic information package for events, which will be distributed to journalists and media.
- Two large PR campaigns **with focus on employers and students** (including various panel discussions and other public events organised outside of the project such as TV and radio shows and debates on education reform to promote the project and its activities. Detail specification for the PR campaign will be developing in the inception phase of the project.)
- Support to Employers Promotional campaigns (consulting agency to support campaign plan/provide suggestions)
- Support to Student Promotional campaigns (consulting agency to support campaign plan/provide suggestions)

**More specifically, the PR Agency will be engaged in drafting/disseminating advanced media content and ensuring a broad media coverage within the following activities:**

- Providing clear guidance to target groups' (students and employers) communication activities
- Providing suggestions and advice regarding the quality of the published texts, content sharing via social networks;
- Media coverage of advocacy sessions, trainings, networking and other events
- Follow up on the execution of the detailed Communication Plan
- Supervision of the creation of scenarios for the events planned on the project such as: Final conference to present the project's achievements and lessons learned;
- Participation in preparing a promotional campaign of the project
- Providing technical and consultative services in inviting the media to attend public events of the project
- Preparing a proposal of a Communication plan (PR Plan).

## **I. Copyrights**

The content of information received during the employment is subject to protection and is owned by Prava za sve in BiH and EU Delegation in BiH.

## **J: Value of the call for proposals and payment**

The payments will be done in instalments in line with the PR Plan

## **K: QUALIFICATIONS OF THE PR AGENCY**

### **General professional experience:**

- At least 10 years of experience in public relations;

Projekat implementiraju

**Specific professional experience:**

- Proven experience in development and execution of Communication and PR plans;
- Proven experience in content development for the mainstream and online media;
- Proven experience in organisation of press events and opportunities;
- Proven experience in organisation of media campaigns;
- Proven experience in supervision of media placement, audio and video production;
- Knowledge of the Bosnia and Herzegovina political scene, socio-economic scene, media and civil organisations;
- Proven experience in work with marginalized groups

**L: Method of submission and deadline**

All interested applicants must submit the following documents no later than 7 February, 2019

**➤ PR Agency references**

- A list of references and experience verifying the qualifications listed under the point "K" of the Call for proposal

**➤ Financial bid**

- Financial bid must be in line with the point "K" of the ToR, noting that all assignments listed under the point "H" of the ToR are taken into account. The technical evaluation will also contain quality of media placement plan in terms of reach and ratings.

The bid (combined technical and financial) is to be submitted by e-mail to [office@pravazasve.ba](mailto:office@pravazasve.ba) no later than 7 February, 2019.

Projekat implementiraju