



REPUBLIC OF KOSOVA

Ministry of Economy (ME) Kosovo Digital Economy (KODE) Project

REQUEST FOR EXPRESSIONS OF INTEREST (REOI) (CONSULTING SERVICES – INDIVIDUAL CONSULTANT)

FOR:

CONSULTANT FOR PUBLIC RELATIONS AND COMMUNICATION FOR KOSOVO RESEARCH AND
EDUCATION NETWORK (KREN).

Country: Kosovo

Project: Kosovo Digital Economy (KODE)

Assignment Title: Consultant for public relations and communication for KREN

Ref. No. KODE/IC/2.2.4.3b/2022

Project ID. P164188

Loan No.: 6285-XK

Issued on: June 1, 2022

INTRODUCTION

The Government of Kosovo has secured support from the International Development Association (IDA) (hereinafter ‘the Bank’) for a Kosovo Digital Economy (KODE) Project. The KODE Project aims to improve access to better quality and high-speed broadband services in project areas and to online knowledge sources, services and labor markets among citizens, and public and academic institutions.

It is foreseen that **the Project will achieve its development objective through two main sets of activities:** (1) expanding access of Kosovars to high-speed and better quality digital infrastructure; and (2) support Kosovars to take advantage of regional and global Digital Economy (DE) opportunities, especially for income generation, usage of services, and learning, thus triggering the growth of a DE in Kosovo.

The Project is structured along three components: Digital Inclusion, Digital Work and Empowerment, and Project Implementation Support. Two substance components of the Project are outlined below.

Component 1: Digital Inclusion component will support digital inclusion through: (a) the expansion of digital connectivity through the co-financing of deployment of high-speed broadband

connectivity in areas that have been identified as not connected or underserved, and (b) improving of the enabling environment for wireless broadband services, through the deployment of the National Spectrum Monitoring System (NSMS).

Component 2: Digital Work and Empowerment will support the Youth Online and Upward (YOU) Program and increased access to knowledge, information and online services through subcomponents:

2.1 Youth Online and Upward (YOU) Program

Provision of training for young people and their connection to online working opportunities. The activities will primarily cater to unemployed or underemployed young men and women with at least some knowledge of English and university education to increase their ability to compete in relevant segments of online work using computers and smartphones.

2.2 Increasing Access to Knowledge, Information, and Services

Provision of support to (i) set up a *Kosovo Research and Education Network (KREN)* to improve access of students, researches and educators of *Higher Education Institutions (HEIs)* in Kosovo to knowledge, research networks and (ii) connect KREN to the GEANT network.

The present Terms of Reference concern to the subcomponent 2.2 of the Project - Increasing Access to Knowledge, Information, and Services. More specifically, to the management of KREN network infrastructure.

OBJECTIVE OF THE ASSIGNMENT

The KODE/ME intends to hire a Consultant for public relations and communication (hereinafter called “the Consultant”) who will be responsible for KREN Public Relations (PR) and Communications.

The accomplishment of these activities shall be done in coordination with the Digital Work and Empowerment Coordinator of the Component 2 in a timely, effective, efficient, and results-oriented manner.

Detailed TOR can be found in the following address: <https://kodeproject.org/en/other-procurement-notice/>

SCOPE OF WORK

The Consultant will be responsible for the following scopes of works:

- Develop and implement KREN’s public relations and communication strategy.
- Arrange and coordinate all events hosted by KREN and attend to other events on behalf of KREN.
- Prepare PR and communication reports, web-posts, supportive documents and presentations.
- Provide support to KREN staff.

REQUIRED QUALIFICATIONS

- Bachelor's degree in public relations, journalism, communications, marketing or related field.
- 3+ years of work experience in similar jobs.
- Excellent written and verbal communication, interpersonal and presentation skills.
- Highly computer literate with capability in email, MS Office, and related business and communication tools.
- Experience working in a team-oriented, collaborative environment with problem-solving tasks and responsibilities.
- Strong self-learning, self-initiative and motivational skills.
- Ability to work independently and in teamwork as well.
- Driving license (category B) and willingness to travel throughout Kosovo. Fluency in Albanian and English. Knowledge of the Serbian language is an advantage.
- A portfolio of work available for review.

The evaluation and shortlisting criteria are:

- (i) General qualifications of consultant to REOI (30%),
- (ii) Relevant experience with similar assignments (50%) and
- (iii) Languages (20%).

A consultant will be selected in accordance with the Consultant's qualifications based selection (CQS) as set out in the Consultant's Guidelines in Procurement Regulations for IPF Borrowers July 1, 2016 Revised November 2017.

Shortlisted candidates will be invited in the interview.

Further information can be obtained at the address below during office hours: 09:00 to 16:00 (Monday to Friday).

Detailed CV and other related documents of candidates must be delivered by e-mail to the address below latest on **June 16, 2022** at 16:00 hours Kosovo time.

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