

MINISTRY OF ECONOMY (ME)
KOSOVO DIGITAL ECONOMY (KODE) PROJECT

TERMS OF REFERENCE

Consultant for public relations and communication for KREN

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

BACKGROUND

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.

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.

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, professors and educators of ***Higher Educational 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.

About KREN

KREN Mission is to empower digital transformation in the research and education community of Kosovo, fosters innovation and develops advanced infrastructure and services.

KREN goals are:

- *Advanced information and communication infrastructure*
for the academic and research community, including KREN Data Center and private (managed, safe and fast) network infrastructure.
- *Platform and Software as service*
Improvement of higher education and science as well as work and lives of students, associates, lecturers, and scientists by providing platform and software as service for better collaboration and communication, diverse content, research, LMS platforms and API services.
- *Participation and membership into international organizations*
Membership and proactive participation in GEANT association and other international research and educational organizations.
- *Support and education for KREN community*
Establishment of a research & education community, providing support to knowledge dissemination and information exchange.

Other important information about KREN are as follow:

Physical infrastructure:

- From January 2022 KREN has a fully operational Data Center with related infrastructure in ITP Prizren,
- The Data Center is configured as a hybrid cloud infrastructure running on the Azure Stack Hub on-premises platform,
- Azure Stack Hub and Azure cloud are the most important platforms for all other services provided by KREN for HEIs (IaaS, PaaS, SaaS and HaaS),
- KREN use leased fibre dedicated connection with campuses of HEIs. It is a private communication network managed by KREN Network Operation Center,

- KREN has leased capacity connection between KREN Data Centre in Prizren and GEANT PoP (Zagreb).

Membership in International Organizations

- KREN is an Associate Member of the GEANT Association and
- KREN is a member of the RIPE organization.

Membership and communication within Kosovo

- Out of the 20 HEIs, 16 have already signed Memorandum of Understanding (MoU) with KREN,
- The Ministry of Economy is providing permanent logistic support to KREN, especially from the ICT Department,

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.

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.

DUTIES AND RESPONSIBILITIES

Principal duties and responsibilities of the Consultant will include, but are not limited to:

- Design, develop, maintain and implement KREN’s public relations and communication strategy based on KREN’s principles.
- Develop, write and edit the content, plan and manage the design and production of all PR and communication materials, including digital materials.

- Arrange and coordinate all events hosted by KREN (workshops, trainings, meetings with HEIs representatives, etc.)
- Attend to relevant events on behalf of KREN.
- Establish and maintain cooperative relationships with community and public interest groups.
- Upload and maintain PR and communication documents in KREN share point.
- Respond to PR and communication related issues in a timely manner.
- Keep and maintain records for staff vacations, leaves, success, notifications for public, etc.
- Keep and maintain updated Customer Relationship Management (CRM) records.
- Participate in preparing relevant learning material for learning management system platforms (MOODLE, MS Teams or MS OneNote).
- Provide support to the Digital Work and Empowerment Coordinator in designing all strategic documents.

REPORTING OBLIGATIONS

The Consultant will report to and work under the direction of the Digital Work and Empowerment Coordinator of the Component 2. S/he will deliver monthly progress reports on her / his activity and any other ad hoc reporting requirements in coordination with the Project Director and Project Coordinator.

QUALIFICATONS

- 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.

TERMS OF THE ASSIGNMENT AND DURATION OF THE CONTRACT

- The contract is for an initial period until June 30, 2023 with a 3 (three) months' probation period, at which time the performance of the consultant shall be evaluated.

- The remuneration will be paid monthly.
- **The Consultant** will be offered opportunities to develop professionally by attending relevant training events and courses over the duration of the contract.
- KREN infrastructure is unique hybrid cloud infrastructure in Kosovo and in the region, hence the Consultant will have the opportunity to attend various trainings, workshops, technical forums dedicated for HEIs members and KREN staff.
- KREN will organize special and professional trainings for staff to further improve and acquire the necessary knowledge.
- It is required that the Consultant would start with work its position **immediately**.
- The Consultant shall be engaged on a **full-time basis** for the duration of the Project.

SELECTION PROCES

The selection of the **Consultant** will be carried out in accordance with the World Bank's Procurement Regulation for Investment Project Financing Borrowers for Goods, Works, Non-Consulting and Consulting Services, July 2016 Revised November 2017.

Shortlisted candidates will be invited in the interview.

PLACE OF EMPLOYMENT

Place of employment is in Prizren at:

Innovation and Training Park (ITP), Ukë Bytyçi str. 20000 Prizren, (ex KFOR Military Base Camp in Prizren).