



EUROPEAN UNION'S CROSS BORDER COOPERATION PROGRAMME

## Terms of Reference for Promotion/Marketing Experts

Position: Promotion/Marketing Expert

Project Description	
<b>Background information</b>	<p>The EU funded project “Struga &amp; Pogradec for promoting tourism and cultural heritage - COOLTOUR” commenced in January 2022 and has a duration of 36 months. It aims to stimulate a balanced, inclusive and sustainable socio-economic development in the cross-border area and, at the same time to develop the potential of tourism by promoting cultural heritage and values in both Municipalities of Struga and Pogradec. The lead applicant of the project is Municipality of Struga, and the co-applicants are Municipality of Pogradec, “Citizens organization for Ecologic and Sustainable Development Green Institute” (in North Macedonia) and IRD&amp;ET (in Albania).</p> <p>The project has the following three focuses:</p> <ul style="list-style-type: none"> <li>• To empower the capacities of touristic service providers and operators in Struga and Pogradec.</li> <li>• To plan and improve the public tourism infrastructure in terms of upgrading of facilities for environment friendly touristic activities, pollution reduction and sustainable development.</li> <li>• To promote and increase the “Ohrid Lake” Joint touristic offers from Struga and Pogradec in terms of common cultural heritage and values.</li> </ul>
<b>Project objectives, activities and expected results</b>	<p>The <b>overall objective</b> of the project is to stimulate a balanced, inclusive and sustainable socio-economic development in the cross-border area, at both the municipality of Struga and municipality of Pogradec</p> <p>The project is implemented through three work packages that contain the following activities:</p> <p><b>Work Package 1:</b> Empowerment of the capacities of touristic service providers and operators in Struga and Pogradec.</p> <ul style="list-style-type: none"> <li>• Activity 1.1: To create a team of experts composed by both Albanian and North Macedonian experts.</li> <li>• Activity 1.2: To organize 10 specific capacity building trainings organized for both Albania and North Macedonia touristic service providers and operators.</li> <li>• Activity 1.3: To establish New Joint Touristic Association of Struga &amp; Pogradec.</li> </ul> <p><b>RESULTS:</b></p> <ul style="list-style-type: none"> <li>• Result 1.1: 1 team of sustainable tourism experts created composed of local and international experts.</li> <li>• Result 1.2: 10 trainings to touristic service providers and operators organized.</li> <li>• Result 1.3: 1 Joint Touristic Association Struga &amp; Pogradec established.</li> </ul> <p><b>Work package 2:</b> Upgrading of public tourism infrastructure in terms of upgrading of facilities for environment friendly touristic activities, pollution reduction and sustainable development.</p> <ul style="list-style-type: none"> <li>• Activity 2.1: To design a Plan and intervention in the touristic infrastructure of Struga &amp; Pogradec.</li> <li>• Activity 2.2: To improve the energy consumption of touristic business providers promoting green energy, installation PV.</li> <li>• Activity 2.3: To intervene and to mitigate human activities impact on the environment.</li> </ul> <p><b>RESULTS:</b></p>



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	<ul style="list-style-type: none"> <li>• Result 2.1: 4 actions designed and implemented to improve touristic infrastructure.</li> <li>• Result 2.2: 40 PV of ST plants installed to touristic businesses reducing the environmental impact.</li> <li>• Result 2.3: waste collection improved in 40 heritage sites and along the lake edges.</li> </ul> <p><b>Work Package 3:</b> The promotion of “Ohrid Lake” Joint touristic offers from Struga and Pogradec is increased in terms of common cultural heritage and values.</p> <ul style="list-style-type: none"> <li>• Activity 3.1: To create a map of touristic places around Struga and Pogradec on the two sides of Ohrid and along the border NMK and ALB belonging to common heritage and anthropologic study on common heritage and values between the two sides.</li> <li>• Activity 3.2: To create a web page and Electronic Touristic Terminals of “Struga &amp; Pogradec side of Ohrid Lake”.</li> <li>• Activity 3.3: To create channels to promote JTA network and Cross Border values.</li> <li>• Activity 3.4: To create 1 Video Promotion &amp; 1 Documentary Movie</li> </ul> <p><b>RESULTS:</b></p> <ul style="list-style-type: none"> <li>• Result 3.1: CBC touristic map, including integrated touristic offers, created and introduced in Struga and Pogradec sides of Ohrid Lake.</li> <li>• Result 3.2: Electronic Touristic Terminals installed in Struga and in Pogradec.</li> <li>• Result 3.3: 6 JTA and CBC events implemented.</li> <li>• Result 3.4: 1 Video Promotion &amp; 1 Documentary</li> </ul>
<p><b>Geographical area to be covered</b></p>	<p>Municipality of Struga, Municipality of Pogradec</p>
<p><b>Project Stakeholders and project beneficiaries</b></p>	<p>Municipality of Struga and Municipality of Pogradec relevant departments: 30 public employees and officers. 80 businesses and associations and 240 workers operating in touristic sector.</p> <ul style="list-style-type: none"> <li>- 1 Tourism University in Struga</li> <li>- At least 67 accommodation providers from Struga</li> <li>- At least 63 restaurants along the Ohrid Lake Struga</li> <li>- At least 75 accommodation providers from Pogradec</li> <li>- At least no 85 restaurants cross the Ohrid Lake Pogradec</li> <li>- Community living in Struga Region</li> <li>- Community living in Pogradec Region</li> <li>- At least 280.000 tourist annually</li> <li>- Public officers and public employees of the Municipality of Struga and Municipality of Pogradec.</li> </ul>
<p><b>Profile of the Experts</b></p>	<p>The project intends to recruit at least 9 experts (both international and national experts (from Albania and North Macedonia)) for the whole duration of the project. The experts will be intended to help the project team with the project activities and will be based on 3 profiles (according to the needs of the project).</p> <ol style="list-style-type: none"> <li>1. Sustainable Tourism Experts (<b>4 Experts</b> will be chosen with a total of <b>84 working days</b>)</li> <li>2. Promotion/Marketing Experts (<b>3 Experts</b> will be chosen with a total of <b>77 working days</b>)</li> <li>3. Cultural Experts (<b>2 Experts</b> will be chosen with a total of <b>39 working days</b>)</li> </ol> <p>The most qualified and experienced of the selected Sustainable Tourism Experts will be expected to undertake the role of <b>Team Leader</b>. The project allocates 10 working days for this task during the whole duration of the project. The team leader coordinates the experts and performs a quality check of the deliverables.</p>



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Promotion/Marketing Experts

Scope of the work

General description

**Activity 1.1:** To create a team of experts composed by both Albanian and North Macedonian experts.

Job description for experts: identification natural, historical, cultural sites in Struga and Pogradec areas; touristic map drafting and development; identification of touristic businesses to be included in the JTA (activity 1.3); design of JTA brand (activity 1.3); elaboration of JTA promotion strategy (activity 1.3); designing, developing and promoting joint tourism products and services in Struga and Pogradec; organizing trainings for touristic service providers and operators (activity 1.2); support the project team in designing cross-border cultural events and identification of fairs and international events to be attended by the JTA.

The purpose of the assignments is to increase the tourism capacity and infrastructure of both municipalities, and to develop and implement sustainable tourism methods. In order to reach the desired results, the experts for marketing/promoting tourism along with the project team will work on several of the project's activities. Main tasks include:

1. Based on the activity 1.2 the expert's tasks will include mapping the organizations/entities active that can be activated in tourism sector in the two Municipality areas with the potential to bring an added value to the touristic offer.
2. Based on the activity 1.3 the experts along with the project team will create a workshop where they will formulate all the pieces to creating a sustainable touristic agency.
3. Based on activity 3,2 the expert's tasks will include the creation of a web page for the newly formed JTA containing all the necessary information and all the touristic locations of interest. This webpage will be used in the touristic terminals that will be built in both municipalities (one in Struga and one in Pogradec). **(Lead)**
4. Based on activity 3.3 A group of the 6 local tourism promoters of Struga and Pogradec will be selected and trained from the tourism marketing expert's team in order to get best practices how to promote this offer in International Market. The experts will also help in organizing promotional events, carnivals, fairs, competitions in order to promote the project activities.
5. According to activity 3.4 The team of the experts for the marketing and promotion of the touristic places will be engaged to produce attractive advertisement to promote project and Struga & Pogradec touristic offer. The advertise will be produced in three languages (, Albanian, Macedonian, English) and can be used also on promotion of the Struga & Pogradec in International fairs. The advertisement is planned to be broadcasted in TV and social media. The team of the experts for documentary movies in cooperation with experts from both sides of the border will produce a documentary movie describing Struga & Pogradec through their history and cultural attractions interviewing experts from different profiles, documentary movie will be produced in three languages (, Albanian, Macedonian, English) is planned to be broadcasted in TV and social media. **(Lead)**



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<p>Tasks:</p>	<ol style="list-style-type: none"> <li>1. Based on the activity 1.2 the experts will be tasked to: <ul style="list-style-type: none"> <li>• Participate/support the Team Leader in the development of a Methodology and Implementation Plan (including timeline). (Approximately 2 working days)</li> <li>• To assist the sustainable tourism expert in setting criteria to identify and map out the associations and businesses of interest that would benefit the most from the trainings. (Approximately 1 working days)</li> <li>• To coordinate with other 3 experts in order to create a training plan that will contain all the necessary information needed to train the touristic service providers and operators such as how to promote the areas of Struga and Pogradec in a better modern and more reliable way. (Approximately 5 working days)</li> <li>• To assist in designing the training plan, methodology and agenda and provide 5 training sessions of the duration of 2 days each envisaged in Struga and in Pogradec. Each session will be attended by approx. 24 participants. (10 days of training in Struga and 10 days of training in Pogradec). (Approximately 24 working days)</li> </ul> </li> <li>2. Based on the activity 1.3 the experts will be tasked to: <ul style="list-style-type: none"> <li>• To develop a market analysis on the touristic services in the area to figure out what assets and locations are underutilized and can be used in promoting cultural and eco-friendly touristic activities. (Approximately 5 working days)</li> <li>• To assist in the creation of a business plan required for the JTA, decide how to go about the marketing and promotion of the JTA in a modern and reliable way where it can be promoted at an effective international level. (Approximately 5 working days)</li> </ul> </li> <li>3. Based on the activity 3.2 the experts will be tasked to: <ul style="list-style-type: none"> <li>• To develop content for the JTA web page with the necessary information for all touristic locations of interest (this can include but is not limited to cultural, historical, heritage sites, beaches, restaurants, hotels etc.) that will be used for the touristic terminals. (Approximately 5 working days)</li> </ul> </li> <li>4. Based on the activity 3.3 the experts will be tasked to: <ul style="list-style-type: none"> <li>• To develop an analysis of the current situation and determine the best time, opportunity and ways to publicly promote the project activities with promotional campaigns. (Approximately 2 working days)</li> <li>• To assist the Lead Expert with developing the project campaigns to be implemented. (Approximately 4 working days)</li> <li>• To assist the Project Team in organizing promotional events (carnivals, fairs, competitions). (Approximately 2 working days)</li> <li>• To set criteria to identify 6 local tourism promoters (6 in the Municipality of Struga and 6 in the Municipality of Pogradec) to be trained by the</li> </ul> </li> </ol>
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	<p>marketing experts in order to get best practices how to promote this offer in International Market. (Approximately 2 working days)</p> <ul style="list-style-type: none"> <li>To prepare a training plan for the touristic service providers. (Approximately 5 working days)</li> <li>To implement marketing trainings to the touristic service promoters. (Approximately 5 working days)</li> </ul> <p>5. Based on the activity 3.4 the experts will be tasked to:</p> <ul style="list-style-type: none"> <li>To produce an attractive modern advertisement for the of the touristic places and the touristic offers. (Approximately 5 working days)</li> <li>To develop and create content related to documentary movie describing Struga &amp; Pogradec through their history and cultural attractions. (Approximately 5 working days)</li> </ul>
<b>Outputs/deliverables</b>	<p>1.</p> <ul style="list-style-type: none"> <li>Methodology developed (content related to the topic)</li> <li>Businesses and associations of interest located and a public call created for those eligible to participate in the CBT.</li> <li>To contribute in creation of a training plan</li> <li>Creation of a training plan, methodology and agenda, 5 capacity building trainings lasting for 2 days each organized for both Albania and North Macedonia touristic service providers and operators (according to the training plan)</li> </ul> <p>2.</p> <ul style="list-style-type: none"> <li>A market analysis developed on the touristic services in the area</li> <li>Promotional campaign and strategy developed for the JTA</li> <li>Assisted in the creation of a business plan for the newly formed JTA formed</li> </ul> <p>3.</p> <ul style="list-style-type: none"> <li>Development of a website that contains all the necessary information of the touristic locations of interest that will be promoted for touristic offers</li> <li>Plan created for promoting of international touristic offers through cultural/historical heritage</li> <li>Design of a website that contains all the necessary information of the touristic locations of interest that will be promoted for touristic offers and enabling help and information on the webpage about the nearest accommodations, ways of transport etc.</li> </ul> <p>4.</p> <ul style="list-style-type: none"> <li>Promotional events organized including 2 informational events</li> <li>1 cultural event organized</li> <li>Number of fairs organized 2</li> </ul> <p>5.</p> <ul style="list-style-type: none"> <li>Number of promotional videos developed 1</li> <li>Number of documentary movies created 1</li> </ul>



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<b>Project management Responsible body</b>	<p><b>Management structure</b></p> <p>NGO Green Institute act as manager of the action and responsible for the contracting of the different consultancy firms or consultants.</p> <p>Municipality of Struga and Municipality of Pogradec will act as key facilitator for the action towards the Touristic community. Moreover, Municipality of Struga and Municipality of Pogradec will be members of the Steering Committee in terms of supervision of the adherence of the action the Local Action Plan for Tourism and respect of municipal laws.</p> <p>Contact address: Association of environmentally sustainable development Green Institute – Skopje Boulevard Koco Racin 20/23 Skopje Email: <a href="mailto:project@greeninstitute.mk">project@greeninstitute.mk</a></p>
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<b>Logistics and timing</b>	
<b>Location</b>	The operational base of the project will be in the Municipality of Struga, the Republic of North Macedonia and Municipality of Pogradec (Republic of Albania).
<b>Start date &amp; Implementation Period WDs per output</b>	<p>The assignment will commence only after the EUD approval preferably at the beginning of June 2022 - and the period of implementation of the assignments will be through April 2023.</p> <p><b>The experts must be independent and free from any conflict of interest.</b></p> <p>Total number of working days allocated under this ToR are based on framework contact upon request.</p>

<b>Expert profile and selection criteria</b>	
<b>Qualifications and Skills:</b>	<ul style="list-style-type: none"> <li>• University degree in the field of social science or any other field related to the project. In the absence of a university degree, equivalent professional experience of at least 2 years in addition to the requirement of at least five (5) years of general professional experience;</li> <li>• Outstanding communication and interpersonal skills</li> <li>• Excellent spoken and written English</li> <li>• Excellent writing and analytical skills</li> <li>• Computer literacy (command of Microsoft Office (Word, Excel, PowerPoint, etc.) and the Internet)</li> </ul>
<b>General professional experience:</b>	<ul style="list-style-type: none"> <li>• Minimum five (5) years of professional working experience in the field of social science or any other field related to the project.</li> </ul>





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<b>Specific professional experience:</b>	<ul style="list-style-type: none"> <li>At least three (3) years of professional experience in the field related to tourism and hospitality.</li> <li>Knowledge of the legislation and policies in the targeted countries related to Environmental Protection and/or Cultural Heritage is desirable.</li> </ul>										
<b>Evaluation criteria</b>	<p>The following grid will be conducted during the evaluation process:</p> <table border="1" data-bbox="410 520 1430 676"> <thead> <tr> <th>Requirements</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>Qualification and Skills</td> <td>20</td> </tr> <tr> <td>General professional experience</td> <td>30</td> </tr> <tr> <td>Specific professional experience</td> <td>50</td> </tr> <tr> <td><b>Total</b></td> <td><b>100</b></td> </tr> </tbody> </table>	Requirements	Score	Qualification and Skills	20	General professional experience	30	Specific professional experience	50	<b>Total</b>	<b>100</b>
Requirements	Score										
Qualification and Skills	20										
General professional experience	30										
Specific professional experience	50										
<b>Total</b>	<b>100</b>										

<b>Reporting</b>	
<b>Language</b>	All reports and outputs must be delivered in English
<b>Reporting requirements</b>	<p><b>Monitoring of the work</b> and Reporting to the project management responsible body Green Institute on relevant issues in internal project meetings and reporting in writing as presented below:</p> <p>The expert will provide at the start of the assignment and following that 1 week before the start date of the upcoming month, a <b>Methodology and Implementation Plan</b>.</p> <p>A <b>Monthly Report</b> with all related outputs and together with the experts <b>Time Sheet</b> shall be delivered for review and approval to the Green Institute at the end of each month, <b>no later than by the 3<sup>rd</sup> of the month</b> for review, and subsequently revision by the expert/approval by the Green Institute.</p> <p><b>Final Report</b>, with all related outputs, shall also state observations on problems/ risks encountered and recommendations for improvements/additional activities/risks mitigation actions shall be delivered with the last Time Sheet of the mission. <b>The experts will send her/his report to the Green Institute together with a timesheet, no later than 5 days following the end date of the assignment.</b></p>
<b>Submission &amp; approval of reports</b>	The Mission Reports and Time Sheets of the expert are subject to approval by the Green Institute.
<b>Performance indicators</b>	<p>The indicators reflecting the performance of the expert are defined as follows:</p> <ul style="list-style-type: none"> <li>timely presentation of outputs, as defined in the Methodology and Implementation Plan</li> <li>quality of the outputs</li> </ul>



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**Application and Selection process:**

Candidates can apply by submitting:

- 1) one-page cover letter stating why they are interested in this position, and information on past similar experiences to the desired position
- 2) updated CV to [project@greeninstitute.mk](mailto:project@greeninstitute.mk) by 16:00 hrs. **22 May 2022**, with the Lot in the subject line.
- 3) Act of Engagement (Please fill all requested data in this document and tick the box under which LOT(s) each expert expresses an interest.

The applicants can apply for one or more lots if they have the required qualifications.

The selection process is conducted in two phases. The first selection round will be based on CVs and cover letter assessments. The second selection round is based on the interviews planned for the end of May 2022. The selection panel is made of 3 members of the project partners. The final decision will be made by the end of May 2022 and the selected experts will be expected to start immediately after contract signature.



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