



TERMS OF REFERENCE

Public Relations, Communication and Social Media Management

PROJECT:	SOLIDAR – TOGETHER IN HEALTH EMERGENCIES
Workplace:	Tirana, Albania
Period of assignment:	part-time, service-based assignment from 01.07.2025-29.10.2027

1. BACKGROUND

The Project “SOLIDAR – Together in Health Emergencies”, enabled through the support of the Embassy of Switzerland in Albania, aims to improve access to quality emergency medical services for the Albanian population by strengthening the health emergency system at all levels. The support is provided at the national level and sub-national level to key system actors, building on existing structures and cooperation and jointly designing and implementing new solutions to establish a strong emergency preparedness and response.

Project Goal: People, including the most vulnerable, have improved access to quality emergency care services managed by a more resilient health emergency system at all levels.

2. RATIONALE

The SOLIDAR project aims to improve its visibility, stakeholder engagement and knowledge dissemination. Effective public relations (PR), communication, and social media management are crucial components for the success of the initiative. Given the project’s multi-level nature, clear, consistent and widespread communication is essential to amplify awareness of project goals, activities and achievements.

The SOLIDAR project is therefore inviting applications from qualified experts with a proven track record in digital content design, social media management and public relations.

3. ASSIGNMENT OBJECTIVE

The expert will enhance the online visibility and digital outreach of the SOLIDAR project. Through creative and consistent PR engagement via different channels (project website, social media, regular project updates such as a newsletter etc.), the expert will help communicate the project’s objectives, activities, and results to a broader public and key stakeholders. The objectives are as follows:

- Support the development and maintenance of project website content
- Develop and implement a social media strategy to increase the project’s online presence.
- Produce engaging, accurate, and informative content for various social media platforms, project website and the project newsletter.
- Ensure coherence between all outreach channels.
- Manage the posting and social media content schedule, ensuring consistency and alignment with broader communication goals.



- Engage with followers, responding to comments and messages, and build an online community.
- Monitor and analyze social media performance, adjusting the strategy as needed.
- Collaborate with the project team, the donor, and external partners to create cohesive messaging across platforms.

4. SCOPE OF WORK

- Developing website and social media content based on project objectives, activities and achievements.
- Creating and scheduling daily posts for platforms like Instagram, Facebook, and LinkedIn using appropriate tools.
- Writing engaging captions, hashtags, and blog articles that align with the brand voice.
- Responding promptly to comments, messages, and mentions on all social media channels.
- Contributing to monthly performance metrics (e.g., engagement rate, reach, and impressions) and generate reports.
- Researching trending topics, hashtags, and eco-system activities to identify opportunities for new content ideas.
- Managing and updating a content calendar to ensure consistent posting and campaign alignment.
- Managing all SOLIDAR social media accounts and oversee the content pipeline for different platforms to maximize reach and impact.
- Monitoring social media channels outreach and provide recommendations for continuous improvement.
- Monitoring and reporting on (social) media engagement and feedback and discuss with communication team.
- Ensuring alignment of all communication content with the objectives of communication strategy of the project and the donor SDC
- Supporting project team in their efforts to update and to create high-quality content for the website and social media presence and elevate their communication outputs to ensure information coherence between all outreach channels.
- Responding to donor's requirements in regard to social media and communication content.

5. QUALIFICATION AND SELECTION CRITERIA FOR THE EXPERT

Qualifications

- Education/training: University degree in communication, (online) marketing, social media management, information management, or equivalent.
- General professional experience: At least 5 years of professional experience in communication and social media management.
- Fluent in Albanian, business language skills in English required.

Skills & Competencies

- Proficiency in social media platforms and tools including innovative content formats, such as reels, live events etc.
- Demonstrated experience in managing social media accounts and campaigns
- Strong content creation and writing skills.
- Ability to analyse social media metrics and make data-driven decisions.
- Creative thinking with a keen eye for detail.



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- Strong organizational skills to manage multiple content streams.
- Strong understanding of the principles of sustainable development
- Experience in working with development organizations is considered an advantage.

6. LOGISTICS & PAYMENT REGULATION

The expert is expected to use their own laptop and relevant software tools required for the assignment. Work may be carried out remotely or from the project office in Tirana, based on mutual agreement and task-specific requirements. Payment will be made based on actual expert days worked at an agreed gross daily fee rate (incl. any applicable tax) and will be subject to the submission of approved timesheets and concise activity reports for each assignment. All deliverables and services must be validated by the project team prior to payment. The project team reserves the right to request clarifications or revisions before approval.