



## **Supporting Civic Activism and Advocacy Initiatives in Albania**

*Terms of Reference: Media Partner/Expert*

### *Project Overview*

The project 'SPARKs: Supporting Civic Activism and Advocacy Initiatives in Albania' (SPARK) implemented by Co-PLAN, Institute for Habitat Development, tackles the need to expand and strengthen the community of activists in Albania by enhancing their internal capacities to monitor, analyze, and undertake concrete actions contributing to tangible change to their communities or groups they represent. SPARK aims to promote and spread the culture of activism and advocacy nationwide by facilitating interaction and exchange between activists, civil society organizations, media, researchers, etc., and support structured and evidence-based policy dialogue in pressing issues and important democracy and governance processes. To make this happen, a series of tailored capacity development and coaching processes are envisioned in the form of workshops and coaching components, covering theoretical and practical aspects of activism and advocacy. In the process, the participants will have improved their knowledge of how to engage in various activism forms, and in advocacy processes (monitoring, analyzing, influencing), how to establish dialogue platforms with the local/regional/ and national authorities, how to raise particular pressing issues within the sector, and how to initiate lobbying and advocacy actions in view of influencing policy-making.

As part of this project, a Media Partner/Expert is sought to provide guidance, mentorship, and expertise to individuals and organizations involved in the program, particularly those requiring a high media profile, and to ensure good media coverage on a project level.

### *Objective:*

The primary objective of engaging a Media Professional/Partner is to enhance the visibility, impact, and effectiveness of activism and advocacy initiatives by leveraging traditional and social media platforms. The partner will provide expertise in media relations, content creation, and promotion to amplify the voices and messages of participating initiatives.

### *Responsibilities:*

#### **1. Media Strategy and Planning:**

- Develop tailored media strategies and action plans for each participating initiative to maximize visibility and impact.
- Guide on selecting appropriate media channels, platforms, and tactics to reach target audiences effectively.



## **2. Media Mentorship:**

- Offer one-on-one mentorship sessions to individuals and organizations on media relations, storytelling, and effective communication techniques.
- Assist in crafting compelling narratives, press releases, op-eds, and other media materials to highlight key messages and achievements.

## **3. Media Documentation and Promotion:**

- Support the documentation of the program's activities, events, and initiatives through multimedia content (e.g., photos, videos, articles).
- Promote initiatives and their causes across traditional and social media platforms to raise awareness and generate public interest.
- Coordinate media coverage, interviews, and feature stories with journalists and media outlets to amplify the impact of advocacy efforts.

## **4. Capacity Building:**

- Provide information and know-how on media literacy, digital storytelling, and social media management for participating program participants.
- Equip individuals and organizations with the skills and knowledge to effectively engage with media professionals and leverage media platforms.

## **5. Monitoring and Evaluation:**

- Track and measure media coverage, engagement metrics, and reach of advocacy initiatives across various media channels.
- Evaluate the effectiveness of media strategies and activities in achieving project goals and objectives.
- Provide regular reports and recommendations for optimizing media efforts and enhancing impact.

## **Qualifications:**

- Proven experience working in media, journalism, public relations, or related fields, preferably with experience in advocacy or social causes.
- Strong understanding of media landscape, trends, and dynamics in Albania, including familiarity with traditional and digital media platforms.
- Excellent communication, storytelling, and interpersonal skills.
- Demonstrated ability to develop and execute successful media campaigns and initiatives.

## **Duration and Time Commitment:**

The consultancy is expected to span 6 months with a total estimated time commitment of 30 days. The exact schedule and duration will be finalized in consultation with the selected expert.



**Reporting:**

The Media Professional/Partner will report to the Project Manager/Coordinator, providing regular updates on media activities, coverage, and outcomes. Reports should include recommendations for enhancing media strategies and maximizing impact.

**Application Process:**

Interested candidates or media agencies/organizations/platforms should submit a detailed CV, cover letter, and proposed consultancy plan outlining their approach to media support for advocacy causes in Albania. **Applications should be sent to [co-plan@co-plan.org](mailto:co-plan@co-plan.org) by 15 May, 2024.**