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| Place : Butrint | **Tender №** : 001/2025 |
| **Call : Communication and Public Relations Services** | **Submission: 24.02.2025** |

**Terms of Reference**

**for the provision of Communication and Public Relations Services**

**Background**

The **Butrint Management Foundation** was established under the Law on Cultural Heritage and Museums, 2018, and based on the Cooperation Agreement dated 24.02.2021 between the Ministry of Culture of the Republic of Albania and the Albanian-American Development Foundation.

The Foundation operates in the field of cultural heritage and specifically its purpose is the indirect administration of the cultural property and cultural landscape areas of the Butrint National Park (the “Cultural Property”). The Foundation’s mission and purpose is the administration, preservation, protection and valorization of the Cultural Property, ensuring access and services to the public, its promotion and study and research activities.

Butrint Management Foundation is looking for the services of communication and public relations for the Cultural Property and Butrint National Park in general, to set the path and the operational means aiming to improve the visibility of the site, community engagement, attract visitors, support fundraising or development/research projects, and opportunities for academia/students/experts.

1. **Objective of this consultancy**

The objective of this consultancy is to support BMF to promote the Butrint National Park and its activities, by setting up a solid communication platform.

1. **Scope of Work**

The required services are listed below (but not limited to this description):

**Task 1. Communication Strategy**

The consultant/expert is expected to devise a strategic approach for the communication of Butrint Management Foundation that covers the upcoming 1 year from its approval and implementation. **The communication strategy should clearly define targeted segments (from local communities to visitors and potential donors) and the communication messages and channels engaged for each segment type.** More specifically:

* Identify and segment the audience groups (e.g., local community, tourists, scholars, donors) based on demographics and interests, with a link to the Cultural Property, clearly stating the segment relevance and impact (short/mid/long term).
* Provide types of communication (channels, means optimal to reach each of the segments) and specific communication messages relevant to the audiences.
* Craft compelling key messages and visuals that highlight Butrint’s cultural significance, ongoing projects, and impact.

**Task 2. BMF Brand book**

The scope is to create a set of guidelines in support to BMF communication, including also relevant visuals:

* Redesign and brand the existing logo of Butrint National Park, by providing a rationale based on best practices or studies. The expert is expected to provide at least three proposals for final logo selection and key visual selection.
* The selected logo should be worked further and provided as a Brand Book containing a clear set of guidelines (colors, sizes, reverse logos, different applications). Define a color palette, typography, and tone of voice for the communication by incorporating slogans and/or key messages as approved in the Communication Strategy. Guidelines that convey professionalism and cultural richness.
* Develop core messages articulating Butrint’s historical significance, conservation efforts, and community impact.
* Provide clear instructions on how to use brand elements consistently across various mediums, including digital and print materials.
* Provide training for the staff on how to use brand elements correctly.
* Template for brochures, flyers, etc.
* Propose typology of branded materials/products template.

**Task 3. Communication plan**

Upon the finalization and approval of the Communications Strategy and the Brand Book, the Expert is required to draft a 1-year communication plan detailed monthly. More specifically, the following is to be provided under this consultancy:

* Create an activity calendar outlining topics and formats (blogs, articles, press releases, events, conferences, etc.) and defining the channels and logistics required for its implementation.
* Establish relationships with local and international media outlets to secure coverage and feature stories about Butrint’s activities and achievements.
* Plan and execute targeted digital campaigns across social media platforms (Facebook, Instagram, X, LinkedIn) to increase engagement and drive traffic to the website.
* Monitor and analyze social media metrics (reach, engagement, conversions, etc.) to optimize content and campaign performance.
* Collaborate with strategic partners, including cultural institutions, government agencies, and tourism organizations, to amplify Butrint’s visibility and impact.
* Explore joint initiatives, co-branded campaigns, and sponsorship opportunities to expand reach and resources.

**Task 4. Communication plan execution**

**4.1 Website Development**

To transform the website of the Park, www.butrint.al, into an informative, engaging, and user-friendly website that serves as the primary digital hub of the Park and also for the BMF.

* Develop content highlighting Butrint’s cultural heritage, ongoing projects, and community impact.
* Include history, archaeological findings, conservation efforts, and visitor information.
* Integrate a list of contacts, addresses, and other suggestions provided by BMF for the visitors.
* Implement features such as virtual tours, interactive maps, and multimedia galleries to enhance visitor engagement.
* Integrate secure and user-friendly ticketing links for online reservations.
* Ensure the website is responsive and accessible across different devices (desktops, tablets, smartphones).
* Integrate the ticking platforms in the website.
* Integrate social media feeds, newsletter sign-ups, and donation portals to foster ongoing engagement and support.
* Plan for regular updates, security patches, and backups to ensure the website’s functionality and security.

**4.2 Social Media Content and Management**

To control social media platforms as key channels for engaging audiences, promoting events, and educating the public about Butrint’s cultural heritage.

* Create and manage (posting and content) Social Media accounts for Butrint National Park (For 2025, on average 2 posts/week)
* Develop a diverse content calendar featuring posts, videos, stories, and interactive content that aligns with strategic objectives and key messages.
* Create compelling visuals and multimedia content to showcase Butrint’s archaeological discoveries, conservation efforts, and cultural events.
* Launch user-generated content campaigns, contests, and polls to encourage community participation and advocacy.
* Plan and execute thematic campaigns and promotions around significant events, cultural milestones, and seasonal trends to increase visibility and drive engagement.

**4.3. Content creation**

Conceptualize and develop a first set of content to be used in accordance with the activities developed in the communication plan. The content should be dynamic and in reference to the objectives and activities planned by the BMF. The content should contain:

* Multimedia materials (infographics, videos, pictures etc.) in relevance to the activity in scope or of generic nature (aligned with the strategy and the plan).
* Guidelines on content creation, management, and distribution.
* Training of staff for ad hoc content creation (live events or happenings).
* Create content for the Butrint National Park website.
1. **Profile and Competencies of the Expert**

The submissions will be assessed according to the following requirements:

* A proven track record in designing and implementing successful promotional campaigns, especially of similar works, that target diverse audiences;
* Excellent communication and project management skills;
* A team of communication experts, including marketing strategists, copywriters, graphic designers, video maker and digital marketing specialists;
* Experience of minimum 8 years in the advertising/marketing sector;
* Experience working with international organizations or government institutions;
* Strong analytical skills and ability to synthesize information – gender and social equity analytical skills are an asset;
* Knowledge of the Albanian context and culture, especially cultural heritage and tourism;
* Excellent command of Albanian and English language, both in speaking and writing.

The agency should propose a team of relevant experts to adequately contribute to delivering the required tasks.

1. **Documents to be included in the offer submission:**
* Technical proposal (free format)
* Financial proposal (free format, monthly, and service fee) - The fee proposed shall be disaggregated and clearly indicate taxes that are subject to the financial proposal.
* Up-to-date CV of consultants(s), preferably the CVs to be max 2 pages. Documentation of relevant previous experience and contacts of the respective references.
* Portfolio of Previous works/campaigns + Pitch presentation.
1. **Submission Guidelines**

Submissions should be sent by e-mail to tenders@bmf.al by Monday, 24.02.2025. Only the selected submissions will be called for the pitch presentation.