**TERMS OF REFERENCE**

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| **Location**: Butrint | **Tender №**: 15 |
| **Call:** Communication and Public Relations Services | **Submission Date:** Sep**te**mber 8th, 2025 |

Butrint Management 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.

The selected agency will deliver a comprehensive suite of strategic communication and branding services organized into four key service areas.

These tasks are interconnected and designed to position Butrint National Park as a national and international pillar of cultural heritage, conservation, and visitor experience in Albania.

**Task 1. Development of the Communication Strategy**

The agency will design a 12-month strategic communication framework that defines BMF’s voice and outreach objectives across all key audiences. This strategy should be rooted in insight, driven by purpose, and geared toward impact. Key responsibilities include:

* Identify and segment target audiences (e.g., local communities, tourists, tour operators, scholars, donors, decision-makers), with demographic and psychographic profiles that clarify relevance and influence over short, medium, and long-term goals.
* Define core communication objectives, thematic pillars, and performance indicators.
* Map channels and tools tailored to each segment and deliver audience-specific messaging.
* Craft compelling narratives and key visual directions that elevate Butrint’s cultural and environmental significance and showcase BMF’s mission and accomplishments.

**Task 2. Design and Delivery of the BMF Brand Manual**

The agency will design a comprehensive Brand Manual that defines and standardizes the visual and verbal identity of Butrint National Park across all platforms and formats. The Brand Manual must include:

* **Brand Foundation:** Mission, vision, core values, and brand personality.
* **Logo System:** Redesigned logo (primary and secondary versions), usage guidelines, and incorrect use examples.
* **Color Palette:** Full specifications in HEX, RGB, CMYK, and Pantone.
* **Typography:** Defined fonts for print and digital use, with clear application rules.
* **Imagery Style:** Direction on photo content, mood, and tone.
* **Tone of Voice:** Consistent language use, suggested slogans/taglines that reflect Butrint’s unique identity and mission.
* **Branded Templates:** For brochures, flyers, social media, PowerPoint, statistical reports, letters, business cards, email signatures, and other administrative and promotional materials.
* **Staff Training:** A session (in-person or virtual) to ensure correct and consistent application of the brand across all internal and external communications.

**Task 3. One-year Communication plan**

Building upon the approved strategy and brand guidelines, the agency will develop a detailed 12-month Communication Plan aligned with BMF’s priorities and target audiences. This plan will include:

* A structured content calendar with monthly activities (e.g., blogs, articles, press releases, events, campaigns).
* Strategy for securing media partnerships and feature coverage across local and international outlets.
* Digital marketing campaigns across social platforms (Facebook, Instagram, X, LinkedIn) with tracking and performance analytics.
* KPI frameworks for monitoring reach, engagement, and conversion rates.
* Collaborative engagement plans with cultural institutions, local authorities, tourism agencies, and donors.
* Exploration of co-branded campaigns, influencer collaborations, and sponsorship opportunities to broaden impact and visibility.

**Task 4. Implementation of the Communication Plan**

**4.1 Website Redesign and Digital Integration**

The agency will redesign and relaunch [www.butrint.al](http://www.butrint.al/) as a modern, multilingual, and mobile-friendly digital hub that serves both informational and transactional functions. Responsibilities include:

* Restructure site architecture and content to highlight Butrint’s history, conservation efforts, BMF projects, and visitor experience.
* Integrate tools such as interactive maps, multimedia galleries, virtual tours, and donation/ticketing systems.
* Enable social media integration, newsletter signup, and user engagement tools.
* Ensure ongoing security, responsiveness, accessibility, scalability, and full compliance with data protection, privacy, and confidentiality standards related to user interactions, newsletter signups, and any personal data collected through the website. The platform should also adopt inclusive communication practices and meet accessibility standards to ensure usability for people with disabilities across all deliverables.

##### **4.2 Social Media Management and Growth**

The agency will manage Butrint’s social media presence to cultivate a strong online community, build advocacy, and boost public engagement. Tasks include:

* Set up or optimize official accounts across major platforms.
* Plan and publish a minimum of 3 social media content types per week.
* Curate content aligned with strategic messaging: behind-the-scenes footage, educational reels, live events, and calls-to-action.
* Launch creative campaigns including contests, polls, and user-generated content initiatives.
* Plan seasonal and thematic campaigns aligned with BMF milestones and cultural events.

##### **4.3 Content Production and Internal Capacity Building**

The agency will conceptualize and produce a starter library of dynamic content aligned with the Communication Plan, while equipping BMF’s team with tools and guidance to create and manage content internally. Responsibilities include:

* Produce multimedia materials (infographics, videos, high-quality photos) tailored to planned activities or evergreen themes.
* Develop internal content creation guidelines for tone, format, and visual consistency.
* Train BMF staff to produce ad hoc content, including live coverage during events or urgent communications.
* Prepare tailored content for integration into the new website, aligned with SEO and user experience best practices.

**A Pitch Presentation *will be requested to shortlisted applicants only***

The selected applicant is required to submit a **pitch presentation** showcasing their creative and strategic vision for Butrint National Park. This must include:

* + Conceptual approach for the brand and communication strategy
	+ **Preliminary creative directions for a logo redesign** (minimum 3 visual ideas; not finalized designs)
	+ Visual identity mood boards, tone of voice suggestions, and storytelling style
	+ Ideas for integrating brand assets across digital, print, and physical environments

**TEAM COMPOSITION**

All proposed team members must have a minimum of five (5) years of relevant professional experience and demonstrate full professional fluency in both Albanian and English (spoken and written). The table below outlines the required roles and their key responsibilities; however, the inclusion of additional qualified experts beyond these roles is welcome and encouraged.

*Please note that for content generation purposes, visits to Butrint National Park are required.*

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| **Role** | **Key Responsibilities** |
| **Communication Lead** | Lead the development and implementation of the overall communication strategy; coordinate team activities; ensure alignment with project goals and stakeholder expectations. |
| **Communication Strategist** | Design and oversee the communication plan; develop messaging framework; ensure consistency across all platforms and materials. |
| **Copywriter** | Produce high-quality written content for web, print, and digital media; adapt messaging for different target audiences. |
| **Graphic Designer** | Develop visual content, branding materials, and design templates; ensure visual consistency and appeal across deliverables. |
| **Web Designer/Developer** | Design, update, and maintain the project website; ensure modern UX/UI standards, responsiveness, and accessibility. |
| **Social Media Expert** | Manage social media strategy and execution; plan and monitor digital campaigns; engage with online audiences effectively. |