

Enabling Income Generation for the Poor (EnInGeP)

Financed by Austrian Development Agency

Implemented by CARE International in the Balkans and ECIKS

Annex 1: Terms of References: Local PR Expert

As of June 2023¹

1. Project Background

The private sector in Kosovo suffers from inability to create new jobs, lack of access to finance and BDS, low FDI inflows and gender norms which can prevent women and girls from reaching their full potential. Given the unequal distribution of economic opportunities, through facilitation and upscaling of market support functions, the project “Enabling Income Generation for the Poor” will address critical market constraints, igniting growth, narrowing disparities, and increasing the economic assets of the most vulnerable. This project distills lessons from ACCESS², to achieve an overall objective: contribute to a sustainable, resilient, and inclusive private sector development enabling inclusive job creation and income generation for the poor and vulnerable.

The interventions proposed will achieve the following outcomes:

- Development and modernization of the support system for MSME and future entrepreneurs in a gender-sensitive and socially inclusive manner by cooperating with and incentivizing relevant stakeholders (public, private and civil society) facilitated.
- Access to finance for innovative and entrepreneurial ideas in a gender-sensitive and socially inclusive manner (focus on inclusion and economic empowerment of vulnerable women and men) improved.
- Access to acceleration and digitalization services with a special focus on MSME led by vulnerable women and men facilitated.

The expected outputs are:

- Support service of KIESA for market development improved.
- Consultancy services of BCC standardized and regulated.
- Women’s participation in the ICT sector increased through supporting Digi Women Cluster.
- Kosovo’s Fund for Innovation and Technological Development (KFITD) established.
- MSMEs enabled to digitalize through targeted and upscaled Business Digitalization Services.
- Financial literacy of vulnerable population improved through the “Biznesi Im” Platform.
- MSMEs enabled to access digital services through the “Biznesi Im” Platform.

¹ These ToRs are subject to changes as adaptations during the inception phase.

² „Market Access and Business Digitalization Services for Kosovo Companies – ACCESS“ is a private sector development project, predecessor to EnInGeP, funded by ADA, co-funded by GoK, and implemented by ECIKS (2019-2022).

- Business Digitalization Services improved through certification of consultants from marginalized populations.

The target groups of the proposed project are vulnerable young and marginalized women and men interested in entrepreneurial activities. The main beneficiaries consist of MIET, KIESA, BCC, DECK and vulnerable MSMEs. By introducing systemic change through the application of IMSD, we aim at creating/maintaining 300 jobs, and generating benefits that would accrue to more than 10,000 enterprises.

About ECIKS

ECIKS is a cutting-edge consultancy firm with exceptional local and international expertise in helping private and public organisations unlock their potentials to achieve objectives and increase performance. ECIKS delivers value to institutions and firms in Vienna, Berlin, Zurich, Bern, Tirana, Prishtina for over 20 years through an agile and dedicated team of professionals specializing in management consulting, business strategy, digitalization, foreign direct investment, private sector development, investment promotion, research and analysis, and human resources.

ABOUT CARE International

CARE's work in the Balkans started in 1993, when it provided humanitarian support to people affected by war. In the late 90-ties, CARE shifted its focus in the region from humanitarian post-war assistance and rehabilitation to socio-economic development, engaging in interventions directed at conflict prevention and peace-building, sustainable livelihoods, gender equality and the prevention of gender-based violence. CARE International in the Balkans places the quality of its program at the centre of its mission and has developed a regional strategy that encompasses two main program directions: Gender Equality and Social and Economic Inclusion.

2. Purpose of Assignment

The main goal of this role is to provide expertise towards enhancing the internal capabilities of the new agency (ASEK – provisional name), which is set to succeed KIESA, and contribute to facilitating the development of ASEK's promotional capacities and support the development of a Public Relations (PR) Strategy, which should help defining ASEK's value proposition, differentiation, positioning as well as marketing and promotional measures, to help improving competitiveness of the private sector.

3. Main Activities and Deliverables

Main Activities:

- Under the guidance of the Intervention Manager and in close coordination with the International PR Expert, conduct baseline research relevant to the activity that contributes to **Output 1:** Support service of ASEK/KIESA for market development improved during inception phase.
- Support International PR Expert to conduct market research and a needs assessment of the new agency ASEK.
- Provide expertise during inception phase on the design of Activity 1, and in drafting the methodology that will result in comprehensive evaluation of activities.

- Liaison and coordinate activities with MIET and the new Agency for successful implementation of Project activities.
- Liaison and coordinate activities with KIESA, specifically with General Director.
- Contribute to drafting the ToR for the implementation of the PR strategy for the new Agency.
- Support the implementation of the PR strategy.
- Any other business as a result of daily occurrences and needs contributing to Output 1.

Main Deliverables:

- Baseline Research Report
- Needs assessment report
- Concept of Activity 1
- Methodology for evaluating the activities.
- Regular coordination reports outlining progress, challenges, and recommendations for improvement
- A comprehensive ToR document outlining the scope, objectives, and key components of the PR strategy

4. Qualification requirements

- Bachelor Degree in public relation, communication, or related fields.
- 3 years of working experience in similar projects with private sector background.
- 3 years of experience in working with international institutions, or related projects in the consulting industry.
- Knowledge of Inclusive Market System Development Approach desired
- Experience in working with GoK, MIET and/or KIESA is a plus
- Proficient in all software necessary to perform the everyday duties of this position. Proficiency in MS Office Products is required.
- Excellent knowledge of Albanian and English language.

5. Methodology

The Contractor is expected to support the facilitation of the development of KIESA/ASEK's promotional capacities and support the development of a Public Relations (PR) Strategy by engaging in desk research and field research.

6. Timetable

The duration of the assignment is 30 working days during the following period: 10 June 2023 till 29 February 2024. During this time period the Local Expert is expected to respond to any potential request from the project, related to all activities mentioned under point three (3) of the ToR.

7. Payment

The Contractor will be paid the amount agreed within the Services Agreement, through payments released directly to the contractor's account upon the completion and acceptance of all assignment deliverables. The contractor shall render invoices and timesheets to ECIKS.

8. Management

The employee will perform her/his duties under the supervision of the Intervention Manager and Team Leader.

9. Commencement of Services:

The date for commencement of services is: **17 August 2023**.

10. Application Process

Interested candidates are encouraged to apply and submit:

- CV
- Relevant references
- Financial offer - without VAT

Applications should be submitted via e-mail to office@eciks.com not later than 11 August, with the subject: **Application: Local PR Expert**