



Funded by
the European Union



Terms of Reference

Organization	HANDIKOS (Association of Paraplegics and Paralyzed Children of Kosova)
Title of engagement:	Expert/Facilitator for the training “Management of Social Media and website”
Project:	<i>Promoting inclusiveness and outreach of the consultative processes for governance and public administration reforms in the disability sector at Local, National and Regional Level</i>
Implemented by:	HANDIKOS
Supported by:	European Union- Office in Kosovo
Aim of the engagement:	Training for “Management of Social Media and website”
Location:	Pristina, Kosova
Announcement date:	5 th of October 2022
Closure date:	15 th of October 2022
Expected entry date:	20 th of October 2022
Contact person/s:	handikos@handi-kos.org

1. Background

Within the EU funded Project “*Promoting inclusiveness and outreach of the consultative processes for governance and public administration reforms in the disability sector at Local, National and Regional Level*”, HandiKOS aims to increase capacities of Disabled People Organizations (DPO’s) on “Management of Social Media and website”. The purpose of this training is to increase knowledge, develop mechanisms and procedures on how to establish and manage a social media presence and the website (Content Development, content management, Social Media Marketing, Content Marketing, Marketing Content Development, etc.).

2. Objective of the assignment

The overall objective of the expert will be to develop the training program content and deliver the training on “Management of Social Media and website” for DPOs, during October 2022.

3. Scope of the work

Development and delivery of the training program for DPOs:

- Establish and manage a social media presence



Funded by
the European Union



- Create a Website, Facebook page and an Instagram account for NGO
- Understand how and why to create content for social media
- Create a brand for a social media presence
- Manage a content calendar for your social media presence
- Evaluate the performance of your content on social media and to iterate and optimize the performance
- Create a content calendar for your social media presence
- Manage social media content using real world data

The training program will be led by the expert in close coordination with the HANDIKOS project team and project partners.

The expert will be responsible for undertaking following tasks:

- Coordination meeting with project team to establish the methodology and content of the training;
- Developing the two (2) days training program and methodology for the training “Management of Social Media and website” with a focus on the nature of DPO/NGO work;
- Facilitate and deliver the training as agreed with HANDIKOS’ project team and project partners;
- Prepare the materials/handouts to distribute to participants;
- Prepare the training report.

4. Methods and Tools

The following methods can be used to complete the above mentioned tasks and fulfill the purpose as defined by this ToR.

1. Coordination meeting with HANDIKOS and Project partners;
2. Drafting the training program and Power Point Presentation;
3. Training (2 days) for the Module “Management of Social Media and website” for representatives of DPO’s, (HANDIKOS and project partners);

5. Key qualification, experience and skills of the expert

The candidate should possess the following skills and competencies:

- A degree in Marketing, Journalism, IT technology or similar;
- Extensive work experience in cooperation / work with the civil society sector in management of the social media and website;
- Work experience in planning and organizing social media trainings for NGO’s
- Proven experience of having undertaken similar assignments
- Good analytical and documentation/report writing skills
- Good communication and facilitation skills
- Excellent speaking and writing skills in Albanian and English
- Cultural awareness and sensitivity to disability issue



Funded by
the European Union



6. Duration of task completion

The duration of the assignment is estimated to be no more than 2 days, during which 2 days of training are held. The assignment is expected to be completed during the period of October 2022 (based on mutual agreement for the specific date).

7. Key deliverables:

The expert will work closely with HANDIKOS project team. All deliverables will be submitted to the HANDIKOS Project team on the date as mutually agreed during the coordination meeting. The reports will be reviewed by HANDIKOS and Project partners. All draft documents will be submitted in electronic forms while the final products will be submitted in electronic form and printed hard copies. The expert should submit following key deliverables:

- Power Point presentation or other types of materials used for the training purpose
- Agenda of the two days training
- Detailed plan of the training program
- Training report

8. Budget for the assignment

The planned budget for the engagement of the expert is 150.00 Euros per day, or 300.00 Euros for two days in total (2 days * 150.00 Euros = 300.00 Euros).

The Project will cover the financial cost for venue, food and refreshment, stationery and other required logistics of the workshop.

The payment will be done after submission of the training report! Finance department will deduct tax and pension contributions based on the tax legislation of Kosovo.

9. Tentative dates and venue

Tentative dates: October 2022 based on mutual agreement.

Venue: To be determined by the Project team.

10. Procedure for application

Interested candidates should submit the following documents **by 15th October 2022**, until 16:00.

- An updated CV (Maximum 3 pages)
- A draft proposal on the methodology of the assignment and concept of the training, as well as the contact information.

Applications should be submitted only in electronic form in the email address: handikos@handi-kos.org and cc: dukagjin.kelmendi@handi-kos.org with the subject "Application for Management of Social Media and website".



Funded by
the European Union



Only short listed candidates will be contacted.