



Terms of Reference for OUTREACH COORDINATOR / PUBLIC RELATIONS EXPERT

1. Background

Transparency International (TI) is the global civil society organisation leading the fight against corruption. Through more than 90 chapters worldwide and an international secretariat in Berlin, Germany, TI raises awareness of the damaging effects of corruption and works with partners in government, business and civil society to develop and implement effective measures to tackle it.

In 2016 - 2019, TI has been running a project which entails the planning, implementation and monitoring of Integrity Pacts (IPs) for public sector projects co-financed by the EU Structural and Cohesion Funds across 11 Member States (BG, CZ, EL, HU, LT, LV, SI, PT, RO, IT, PL). This project, financed by the European Commission, is being implemented by the TI National Chapters and other CSOs as project partners in these countries, and coordinated by the Transparency International Secretariat (TI-S).

IPs aim to reduce corruption by creating public demand for accountability in the allocation of public funds. IPs will achieve this by establishing a CSO-led monitoring mechanism and by ensuring transparency of the monitored public procurement processes, thus creating opportunities for citizens to hold both public authorities and private companies to account. At the same time, public officials and business entities will become more aware of the main corruption risks in public procurement and have a greater understanding of how to apply best practice promoted by the IP approach.

The IP in Bulgaria involves the public procurement procedure for engineering design and construction of the road tunnel Zheleznița within the Struma motorway. The monitoring component of the project entails all phases of the bidding and contracting process, as well as the contract execution phase. In addition, there is a large component of work that involves civil engagement, encouragement of accountability and communication towards affected communities. Thus TI – Bulgaria is looking to engage an Outreach Coordinator / Public Relations Expert to facilitate the implementation of the latter.

2. Objectives

The project's **goal** is to explore and promote the use of Integrity Pacts for safeguarding EU funds against fraud and corruption, and as a tool to increase transparency and accountability, enhance the integrity of the public contracting process, bring cost savings and improve competition through better procurement.

In order to foster public demand for accountability in public spending the project will aim at achieving the following **specific objectives**:

- To ensure integrity and accountability in the above-mentioned project co-financed by Cohesion Fund;
- To ensure transparency and access to information in the public procurement procedure;
- To draw lessons for future replication and mainstreaming of Integrity Pacts in Bulgaria and the EU.

The purpose of the present call is to secure highly professional experts to take part in the IP monitoring team and to help achieving the above-mentioned project objectives.

Please be aware that as Independent Observer under the Integrity Pact to the public procurement procedure “Design and build of Struma motorway Lot 3.1 Zheleznitsa tunnel”, Transparency International - Bulgaria applies the Conflict of Interest policy to all internal and external staff involved in the project activities. TI-Bulgaria Ethics Code, which generally applies, can be accessed [here](#). Specific Ethics and Conflict of Interest policies related to the project can be provided upon request.

3. Scope of Services

The primary **tasks** of the Outreach Coordinator / Public Relations Expert are to contribute to the implementation of the project outreach and communication plan (available to potential candidates upon request), including its update when as needed:

- Draft news and events texts for the dedicated project web page (<http://integrity.transparency.bg/>), along with press releases and other communicational materials where/as needed;
- Organise civil engagement campaign, including local level events and social media campaign;
- Contribute towards the elaboration of promotional materials targeted at local communities, NGOs and general public (hardcopies);
- Contribute to promotion of and training of civil society representatives for implementation of basic monitoring activities;
- Provide support and expertise in the organisation of promotional events surrounding the launches of the monitoring reports;
- Provide support and expertise in the organisation of national roundtable discussion targeted at policy makers.

4. Outputs, Timeline & Reporting

The current project end date is December 31, 2019. However, it is expected that the project will be extended till December 31, 2021¹. The expert is expected to be engaged during the full project implementation phase, however the number of days of their engagement is limited to a total of 125 days².

The tentative timetable below includes the main planned outreach activities by project year, assuming the above-mentioned extension is granted. It is subject to further finetuning, pending the signing of the extension agreement.

Activity	Expected Timeframe / Deadline
Review and suggestions of update of the existing Communication and Outreach Plan	<i>Deadlines:</i> 1 month after contract signature January 24, 2020 January 22, 2021
Keeping the project dedicated webpage, including News and Monitoring sections, up-to-date (http://integrity.transparency.bg/en/), including drafting of news. Draft press releases and other communicational materials where/as needed.	<i>ongoing, throughout the contract implementation</i>
Development of posting plan and social media campaign supplementing the activities for engagement of local communities.	<i>ongoing, throughout the contract implementation</i>
Drafting news articles to be published in national media upon start of construction works	<i>Expected Timeframe:</i> September 2019 – October 2019 <i>*tentative dates, depending on tender implementation phases</i>
Contribute towards the elaboration of promotional materials targeted at local communities, NGOs and general public (hardcopies);	<i>Expected Timeframe:</i> September 2019 – October 2019
Contribute to promotion of and training of civil society representatives for implementation of basic monitoring activities;	<i>Expected Timeframe:</i> September 2019 – October 2019 July – September 2020 <i>*tentative dates, depending on tender implementation phases</i>
Provide support and expertise in the organisation of promotional events surrounding the launches of the monitoring reports;	<i>Expected Timeframe:</i> September 2019 – October 2019 February 2020 – March 2020 February 2021 – March 2021 September 2021 – October 2021 <i>*tentative dates, depending on tender implementation phases</i>

¹ The project extension procedure is expected to be finalized by September 2019, when a final confirmation of the exact project duration will be given to the experts.

² The term day is as equivalent of 8 hours work on the project.

Provide support and expertise in the organisation of national roundtable discussion targeted at policy makers.	September 2021 – October 2021
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In conducting his/her work, the expert will report to TI - Bulgaria.

5. Minimum requirements:

- University degree (MA) in Public Relations, Journalism or equivalent;
- Substantial practical experience (minimum 5 years) in the area of public relations;
- Experience in implementation of civil engagement campaigns (or similar campaigns, involving active work with communities);
- Experience in planning and implementation of online communication/outreach campaigns;
- Some knowledge or experience in the fields of public procurement and/or the anti-corruption and/or good governance would be considered beneficial.
- Excellent command of Bulgarian language;
- Good command of English.

6. Selection Criteria and Weighting

To ensure best value for money, the applications received will be assessed as follows:

Criteria	Points
Experience in implementation of civil campaigns	
Over 5 separate civil campaigns (or similar campaigns, involving active work with communities) organised	30
Between 2 and 5 separate civil campaigns (or similar campaigns, involving active work with communities) organised	15
1 civil campaign (or similar campaigns, involving active work with communities) organised	8
No proof of implemented research-based projects	0
Experience in planning and implementation of online communication/outreach campaigns	

Criteria	Points
Demonstrated excellent experience in planning and implementation of online communication/outreach campaigns in the CV (at least 5 years of experience or 5 or above separate campaigns organised)	30
Demonstrated good experience in planning and implementation of online communication/outreach campaigns in the CV (between 2 and 5 years of experience or between 2 and 5 separate campaigns organised)	15
Demonstrated fair experience in planning and implementation of online communication/outreach campaigns in the CV (1 year of experience or 1 campaign organised)	8
No demonstrated knowledge and experience in planning and implementation of online communication/outreach campaigns	0
Knowledge or experience in the fields of public procurement and/or the anti-corruption and/or good governance	
Demonstrated over 3 years of experience in the above-mentioned fields	20
Demonstrated between 2-3 years of experience in the above-mentioned fields	16
Demonstrated 1 year of experience in the above-mentioned fields	10
No proof of experience in any of the above-mentioned fields	1
Fee	
20 % discount (of the maximum budget available) or more	20
Between 5 and 20 % discount (of the maximum budget available)	5 - 20
Equal to maximum budget available or proposed discount up to 5%	5
Over budget	0
Total maximum points:	100

Please note, that receiving 0 points for any of the evaluation criteria will exclude the application from further consideration!

Applicants will be ranked according to total points received and selected short-listed candidates will be invited for interview. Final decision would be reached after interviews. Contract might be offered to more than one candidate.

7. Submission of Applications

Applications in English must be sent by the applicant by email to ecaterina@transparency.bg no later than September 6, 2019.

Please include *“Integrity Pacts Project Outreach Coordinator / Public Relations Expert Application”* in the subject line.

Applications should contain:

1. Curriculum Vitae with:

- Full description of the applicant’s profile and professional experience;
- List of implemented of civil engagement (or equivalent) campaigns;
- List of implemented social media campaigns;
- Description of applicant’s experience in dealing with public procurement area.

Please use the Euro pass CV template available at:

<https://europass.cedefop.europa.eu/en/documents/curriculum-vitae/templates-instructions>.

2. Cover letter, stating daily fee requested by the applicant. Please note that the requested daily fee may not exceed 215 BGN. The maximum man days for the implementation of each activity under the contract would be fixed by TI Bulgaria, in agreement with the expert, depending on the respective activities’ complexity and the expert’s involvement.

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Additional questions and requests for clarifications should be addressed to:

Ms Ecaterina Camenscic

E: ecaterina@transparency.bg

Please include *“Clarifications Integrity Pacts Outreach Coordinator / Public Relations Expert Application”* in the subject line.