

ANNEX 3

TERMS OF REFERENCE

PROGRAMME: INTERREG IPA South Adriatic

PROJECT: CRABOost – *Fostering Innovation to Boost the Competitiveness of MSMEs in the Blue Crab Business*

POSITION: Communication Expert

PURPOSE OF THE POSITION

The Communication Expert is responsible for planning, coordinating, and implementing the communication, visibility, and dissemination activities of the CRABOost Project, in accordance with the Project Communication Plan and the rules of the Interreg IPA South Adriatic Programme.

DUTIES AND RESPONSIBILITIES

The Communication Expert shall perform the following duties:

- Prepare and implement the Project Communication Plan, defining communication objectives, target groups, key messages, communication tools, and the activity schedule.
- Prepare and publish communication and promotional materials (articles, press releases, newsletters, infographics, photographic and audiovisual materials), and manage the content of the project website and social media platforms.
- Organise and coordinate the project's communication, dissemination, and visibility activities, including events, workshops, conferences, and information sessions with project partners and relevant stakeholders.
- Support communication among project partners and ensure compliance with the Interreg IPA South Adriatic Programme requirements regarding the project's visual identity, publicity, and visibility.
- Prepare periodic and final reports on communication and dissemination activities, as well as the related technical documentation in English, in accordance with Programme requirements.
- Perform any other duties related to the communication, dissemination, and visibility activities of the project, as requested by the Project Coordinator and the Lead Partner.

DELIVERABLES

The Communication Expert shall provide:

- The Project Communication and Dissemination Plan.
- Periodic communication and visibility activity plans.
- Periodic and final communication and dissemination reports in English.

- Communication and promotional materials (press releases, articles, newsletters, brochures, infographics, photographic and audiovisual materials).
- Periodic content for the project website and social media platforms.
- Documentation related to the organisation of events, workshops, and visibility activities.
- Reports on communication and visibility indicators (media coverage, reach, engagement, event participation, etc.).
- A final report on the project's communication, dissemination, and visibility activities.

GENERAL REQUIREMENTS

The candidate must meet the following requirements:

- University degree in Communication, Public Relations, Journalism, Marketing, Social Sciences, or a related field.
- A minimum of **5–10 years** of professional experience in institutional communication, public relations, or communication management of national and international projects.
- Proven experience in the preparation and implementation of communication plans and the organisation of dissemination and visibility activities.
- Experience in managing social media, digital platforms, and the preparation of editorial and audiovisual materials.
- Excellent skills in drafting reports and technical documentation in English.
- Excellent written and spoken English.
- Excellent organisational, communication, and teamwork skills.
- Good command of Microsoft Office applications and graphic design and multimedia editing software.

PLACE OF IMPLEMENTATION

The activities shall be carried out primarily in Albania at the premises of the Albanian project partner and within the pilot monitoring areas.

According to project needs, the Consultant may participate in missions and working meetings in Italy and Montenegro.

IMPLEMENTATION PERIOD AND REMUNERATION

This assignment shall be carried out under a consultancy contract and shall not establish an employment relationship with the contracting institution.

The assignment is expected to require a maximum commitment of **twenty (20) working days** throughout the entire **30-month** project implementation period.

Payment shall be made on the basis of the approved effective working days and the submitted deliverables, in accordance with the financial rules approved by the Interreg IPA South Adriatic Programme and the contractual provisions.

Should the project implementation period be extended, CIHEAM Bari reserves the right to extend the consultancy contract accordingly, in compliance with the applicable procurement procedures and legislation.

REQUIRED DOCUMENTATION

The candidate must submit:

- Expression of Interest.
- Curriculum Vitae (CV) in Europass format, in both Albanian and English.
- Motivation Letter.
- Copy of the university degree.
- Documentation proving professional experience relevant to the position.
- Documentation demonstrating experience in preparing reports and technical documentation in English.
- Copy of an identification document.
- Any other document the candidate considers relevant for the evaluation of the application.

SUBMISSION DEADLINE

Interested candidates shall submit the required application documents **no later than 20 July 2026, at 16:00 (local time)**.

Applications received after the specified deadline will not be considered.