Save the Children

SC-PR-37 Terms of Reference (ToR)-ALB 2026 0325

Request for a creative expert/designer for social media posting in framework of the project "Roma Children Learn, Reducing Barriers for Education and Development" implemented in the Municipalities of Durres and Tirana.

19-02-2026

Terms of Reference (ToR)

Background on Save the Children

Save the Children is the leading global independent organisation for children. Save the Children believes every child deserves a future. Around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

Our vision: A world in which every child attains the right to survival, protection, development and participation.

Our mission: To inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

Our values: Accountability, ambition, collaboration, creativity and integrity.

We are committed to ensuring our resources are used as efficiently as possible, in order to focus them on achieving maximum impact for children.

Background information/context

The project "Roma Children Learn, Reducing Barriers for Education and Development" proposes is built `build a model based of children right perspective and address the issues of access, enrolment and participation on quality Early Childhood Care Development (ECCD) and primary education for both Roma boys and girls to exercise their rights for quality inclusive education and support their parents families equally share community life and promote Roma culture in the neighbourhoods of Tirana and Gjirokastra.

This project is part of the "EU Regional Action for Roma Education: Increased Education Support and Opportunities for Roma Students in Western Balkans and Turkey (RARE) phase II", funded by European Union (EU) and Roma Education Fund (REF Romania)".

The project responds to one of the main priorities in the current National Strategy for Education of the Ministry of Education and Sports that states "pre-university education system are

ensuring quality education, full participation to ensure inclusiveness and equal access for all children of the age group in preschool and compulsory education, improving the infrastructure of schools and kindergartens according to standards, reducing the number of students per class, training teachers, equipping schools with science laboratories and computers". Roma children and their families in the selected regions will benefit from access and participation to quality learning opportunities, and enhanced capacities of educational institutions to implement inclusive education principles and also supportive family and community childcare practices, Additionally, there will be increased public awareness of the value that Roma traditions and language bring to enriching national culture. To ensure that Roma children have an equal start in ECCD and successful transition to primary education, the project's intervention will address the issues below:

1) Roma children access and enrolment to Early Childhood Education (ECD) and successful transition to Primary School Education (PRI).
2) Supporting Roma children learning outcomes and promoting Roma Language and Culture through increased capacities of pre-primary and primary teachers.
3) Empowering local communities and institutions to overcome barriers like cost, institutional challenges, and cultural obstacles to access quality education.

Objective

The purpose of this assignment is to engage a creative expert responsible for the design and production of high-quality visual and written content for social media and project visibility materials. The expert will support the project by creatively translating agreed project activities into engaging communication products, in line with Save the Children's communication guidelines and messaging.

Services the Supplier will provide

Under the guidance of Save the Children, the expert will:

The expert will design 16 creative social media content pieces (visuals and captions), based on approved content outlines provided by Save the Children, to communicate the following project activities.

- Awareness-raising activities for children and parents
- Parental programs
- Open days
- Information sessions with parents
- Workshops with municipalities
- Roma Day celebrations
- Distribution of educational materials in kindergartens and schools

The expert will also be responsible for the design and creative production of posters and other visual materials, ensuring that all project communications are professional,

engaging, and effective. This includes maintaining consistent visual branding and coherence across all materials.

Ensure social media posts reflect:

- Children's active participation
- Positive engagement of parents and communities
- Inclusion, diversity, and empowerment
- Ethical Communication Guidelines, and Data Protection standards.

Experience and skill set required

- Proven experience as a expert of social media posting
- Experience documenting social, educational, or community-based activities
- Experience working ethically with children and vulnerable communities
- Strong ability to capture high-quality, impactful images for digital platforms
- Ability to deliver social media posting within agreed timelines

Expected Deliverables

SCI expects the following deliverables to be provided:

Deliverable Number	Deliverable Title	Description	Format and Style
1	Social media posting for each activity day	Sharing with Save the Children 16 social media posting of project activities.	SC

Timeline

Estimated Commencement Date:25-02-2026
Estimated End Date:30-08-2026

General assumptions and dependencies

The Expert will work under the supervision of the Save the Children Albania Communication Specialist, in close coordination with the relevant project staff.
Save the Children will:
• Provide information on activities and key messages
• Facilitate access to project sites and events
• Ensure consent and safeguarding procedures are in place

Payment information

The assignment will include the development of 16 social media posts, to be scheduled in accordance with the project activity calendar and agreed in advance with Save the

Children. Payment to the expert will be made based on the approved financial offer corresponding to the required deliverables

How to apply for the services

The service provider is expected to submit a proposal, including:
CV, financial offer and relevant documents in one e-mail to info.albania@savethechildren.org or submit hard copy at Save the Children's offices within 10 Feb 2026 by 17:00pm. in a closed envelope at the following address: Application for Save the Children in Albania National Office Rr. Mihal Popi, Ndertesa 7, ish Pallatet 1 Maji, Vila "Lami"; P.O. Box 8185, Albania or through e-mail at: info.albania@savethechildren.org.

Subject: Request for a creative expert/designer for social media posting in framework of the project "Roma Children Learn, Reducing Barriers for Education and Development" in the Municipalities of Durres and Tirana.
The deadline for responses is: 23-02-2025

The award criteria consist of the following:

Criteria	Description	Score
1	• Quality and relevance of portfolio	25
2	• Experience in similar assignments	25
3	• Understanding of ethical and safeguarding requirements	25
4	• Value for money	25

TOTAL SCORE	100