

## REQUEST FOR CONSULTANCY SERVICES Service Contract (SC)

**“Measuring the audience/viewership/listenership and perception of selected  
Media Programs on Career Orientation for Young People”**

<b>Project Unit:</b>	RisiAlbania – Partner for Growth Swiss Agency for Development and Cooperation SDC
<b>Implemented by:</b>	Helvetas Swiss Intercooperation and Partners Albania
<b>Location:</b>	Home-based
<b>Estimated duration:</b>	Until 15 October 2021
<b>Extended Deadline:</b>	19 August 2021, at 15:00

### 1. Background

RisiAlbania is an innovative youth employment project supported by Swiss Agency for Development and Cooperation (SDC) in partnership with the Ministry of Finance and Economy and implemented by a consortium consisting of HELVETAS Swiss Intercooperation and Partners Albania for Change and Development.

Currently the project is implementing phase II, lasting four years: November 2017 to October 2021. The overall goal of the project in phase II is to contribute to an increase in employment opportunities for young women and men (age 15-29) in Albania in a socially inclusive and sustainable way. This goal will be achieved through: (i) enhanced growth and job creation by the private sector in three selected subsectors (agribusiness, tourism and ICT), (ii) improved career guidance and job intermediation services and (iii) improved and developed skills of young women and men through market-oriented private non-formal skills training programmes.

Under the component of strengthening career guidance service, RisiAlbania follows a holistic approach and is supporting: (i) establishing/strengthening of career guidance service at local and university level, (ii) a qualitative market of career advisors, and (iii) coordination with media outlets for further outreach of career guidance services. Risi recognizes the catalytic role and the high outreach that mass media has on informing, orienting, and challenging misperceptions and biases on career development for young people and for their parents. Since the first phase, RisiAlbania has cooperated with mass media to become an ongoing provider of information on career and employment issues. A summary of the work performed and results achieved during phase I can be found in this [case study](#).

The project has capitalized on this successful experience and during the current phase has supported 5 media outlets/producers to develop and disseminate attractive, innovative, self-sustainable and youth-tailored media products to provide career orientation information for young people and their parents. The long-term goal is for media to be a consolidated actor in the market that produces career orientation

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information in a sustainable manner, which inspires and orients youth in their career path, while enabling outreach and accessibility for young people across Albania. As a result, since 2018, a set of media outlets supported by RisiAlbania successfully started/consolidated attractive programs focused on career orientation. Specifically, there have been two TV programmes, one online program, one radio show and one online supplement. Some of these programmes are still ongoing. The feedback received so far, especially from youth engaged in media monitoring group is that they find career topics through media, attractive and informative.

In this view, RisiAlbania is aiming to assess the impact of these media programs related to behavior change of specific target groups as follows:

- Jobseekers: Job seeking behavior
- Students: Educational choices
- Parents: influencing behavior
- Advertisers and service providers

## 2. Objective of the consultancy

RisiAlbania is interested to understand and quantify the behavior change of: (i) Young people (job seekers, students, others), (ii) Parents; (iii) Contributors to media (LM service providers etc.); (iv) Advertisers.

For this purpose, the aim is to set out a research to explore on audience figures, habits and perception.

## 3. Expected Output:

The research will cover five programs supported by RisiAlbania, two TV programs, one online program, one radio show and one online supplement. All these programs have corresponding online and social media presence and should be taken into account.

The research will include these main pillars:

1. Estimate audience figures (viewership for the TV and online programs, listenership for the radio program, readership for the online supplement) for the five media products that is split by:
  - Gender
  - Age
  - Location
  - Employment Status
  - Education
2. Audience habits
  - How they are watching/listening/reading:
    - On air broadcast (TV and radio)
    - Online broadcast or website.

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- An assessment of audience interest in the programmes and publications providing the proportion of audience that are:
    - Casual listeners/readers/viewers: those who watch/read/listen occasionally with only limited interest.
    - Engaged listeners/readers/viewers: Those who watch/read/listen relatively regularly and with interest in the content
    - Dedicated listeners/readers/viewers: Those who watch/read/listen very regularly with a strong interest in the content.
  - Whether they have discussed the content of the programmes/publication with others: who: (with friends, family etc.) and how often (never/occasionally/often/very often)
3. Audience perceptions (more quantitative):
- The quality of the media product
  - The value/usefulness of the media product
  - Specific topics that have been of most interest.
  - Proportion that says they have changed their perceptions (understanding, beliefs etc.) about professions, jobs, and careers because of listening/reading/watching
  - Proportion that says they have taken any action (changed behaviour) in job seeking practices, in embarking in career education programs or in enrolling in education/training programs relevant to their careers because of listening/reading/watching.
4. Audience perceptions/behaviour (qualitative)
- Details of specific/key changes in perception that respondents say have come about as a result of listening/reading/watching.
  - Details of specific/ key actions that respondents say they have taken as a result of listening/reading/watching.

In addition, the research is expected to provide information on emerging new media programs, focused on career orientation, as a result of the echo of the career focused programs supported by RisiAlbania.

#### 4. Methodology

The applicants are expected to propose a methodology for this research to meet the outputs set at section 3.

#### 5. Deliverables

The Consultant will provide an analytic report, elaborating the issues mentioned above (see expected output). The report should include, but not be limited to the following:

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- Executive Summary that can stand separately which include main findings and summarizes conclusions.
- A justification of the methods and techniques used.
- Possible limitations of the research.
- A presentation of main findings and their analysis.
- All questions of the research need to be answered and if they are not a clarification should be provided.
- Conclusions should be based on the findings and their analysis.

The appendix of the report should include:

- The Terms of Reference.
- The methods used to gather data.
- Dates and type of the activities that were realized.
- Concepts and list of abbreviations.
- List of documents and bibliography.
- Contact list of people interviewed (names, organization, function, experience in...).
- Report should make reference of the sources used, like the interviews, literature, reports, websites, etc.

The Consultant will present the findings and conclusions in a de-briefing workshop with RisiAlbania.

## 6. Consultancy profile

The ideal team for this position will be assessed according to the following requirements:

- Sound experience in conducting similar research – previous research on media issues and some familiarity with labour market, career orientation and youth social issues.
- Strong analytical skills – gender and social equity analytical skills are an asset.
- Excellent communication in English, both in speaking and writing.

## 7. Management and reporting

For the duration of the contract, the Consultant will be assigned the Intervention Manager (IM) and the Monitoring and Results Measurement (MRM) lead, for reporting and accountability. The Consultant will work closely with the IM and MRM, who may accompany the Consultant in meetings subject to this assignment.

- The scope of the work of the Consultant does not foresee using the premises of the project but does not exclude the possibility when the need arises.
- Besides the responsibilities and expected deliverables as defined in these TORs, the Consultant is expected to biweekly communicate online with the IM informing,

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updating on the timetable of next activities and when possible, coordinating joint ones.

## 8. Documents to be included in the offer submission

### 9.

#### a) Work proposal

Describe briefly:	
The reasons why you are the best candidate (team) to successfully complete the assignment	Free format
The methodology and activities you would use to successfully complete the assignment	Free format

b) Financial proposal (free format), with a detailed cost breakdown. Several options can be presented, for example corresponding to different sample sizes. The fee proposed shall include all the taxes.

c) Portfolio/Curriculum Vitae of the organization and /or individual(s) proposed (CVs should not be longer than 2 pages), documentation of relevant previous experience and contact details of the respective candidate /team.

**The proposals shall be submitted in English in hard copy in closed and stamped envelope to the address given below, by 19 August 2021, at 15.00 o'clock (extended deadline).**

**Only proposals handed in within the indicated timeline will be considered.**

RisiAlbania,  
Rr. Ismail Qemali, P.18, H.3, Ap.15, Tirana, Albania  
Tel.: +355 4 2248527

For any questions you might have related to the application, please contact by email at [info@risialbania.al](mailto:info@risialbania.al)

## 10. Candidate assessment and selection

The selection of the Consultant will be evaluated based on a cumulative analysis of the fulfilment of the evaluation criteria. The contract will be awarded to the Consultant getting the best technical-economic combination based on the evaluation criteria below:

Evaluation Criteria	Maximum score per requirement
Strong experience in media research (or similar research)	20%
Accuracy and reliability of plan, methodology and activities suggested fulfilling the service.	40%
Financial offer	20%
Previous work displaying the analytical skills (gender and social equity analytical skills are an added advantage)	20%
<b>Total</b>	<b>100%</b>

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