

## Open Call for Consulting Services

<b>Subject:</b>	Capacity Building of Youth Councils
<b>Title:</b>	Development of NYCM Visual Identity
<b>RCC Department:</b>	Western Balkans Youth Lab 2
<b>Eligible:</b>	Consortia of experts
<b>Reporting to:</b>	RCC's WBYL2 Team Leader
<b>Duration:</b>	May – August 2025
<b>Reference Number:</b>	039-025

The Western Balkans Youth Lab 2 project (WBYL 2 project) through its Technical Assistance aims to strengthen policy and administrative capacities in different stages and processes related to youth policy development and participation of Western Balkans youth in decision-making.

## II. DESCRIPTION OF RESPONSIBILITIES

### Objective of the assignment

This intervention aims to build the internal capacity of the Youth Council of North Macedonia (NYCM) to implement a unified and strategic communication approach, with a focus on enhancing its visual identity and increasing outreach. Due to limited internal resources, expert support is needed to develop clear communication guidelines and visual tools that reflect NYCM's diverse programmes and advocacy goals. Key activities will include development of a consistent visual identity for NYCM's programmes and types of activities, alongside the creation of reusable templates for various media products. These include social media posts (in multiple sizes and formats), press releases, agendas, invitations, and website banners—ensuring all content is aligned with NYCM's brand while clearly distinguishing between different initiatives.

The intervention will establish practical communication guidelines for event and content promotion. This includes setting timelines for sending invitations and press releases, guidance on content prioritisation, and recommendations for the use of visual materials during events. Platform-specific strategies will be developed to help tailor language and content for different audiences across Instagram, Facebook, LinkedIn, X, and other channels.

### III. SCOPE OF WORK

#### Specific Tasks

The selected consortium of experts is expected to carry out the following detailed tasks:

1. **Development of a Visual Identity for different activities:** Design a cohesive visual identity system for NYCM's activities, including colour palettes, typography, iconography, and logo usage rules. Create distinct sub-branding elements for each NYCM programme and activity type to ensure recognisability while maintaining overall brand coherence.
2. **Develop Reusable Templates:** Design adaptable and reusable templates/mocks for social media posts (Instagram, Facebook, LinkedIn, X – all relevant sizes and formats), invitations, agendas, press releases, website banners and newsletter headers.
3. **Multimedia Content Creation and Promotional Campaigns:** Produce a starter package of multimedia content (graphics, motion graphics, short videos) tailored to NYCM's key programmes and campaigns. Plan and pilot a promotional campaign to test visual identity and content templates in action.
4. **Develop Communication Guidelines:** Draft comprehensive, practical guidelines for internal and external communication, including: event promotion timelines (e.g. when to send press releases/invitations), content prioritisation framework, and use of branded visuals in digital and physical settings. Include recommendations for coordinating across teams and ensuring message alignment.
5. **Platform-Specific Communication Strategies:** Develop strategies tailored to each major platform (Instagram, Facebook, LinkedIn, X), including tone of voice, language, and content structure, visual style and media selection, posting frequency and timing recommendations, and include examples and tips for audience engagement and content repurposing.
6. **Social Media and Event Promotion template:** Develop reusable templates/mockups for different social media platforms and all adequate sizes, different types of content (text, photo, charts, headlines, announcements), invitation, agenda, press release (that can be also adjusted to the rules of different donors).
7. **Internal Training and Handover:** Conduct internal meetings with for NYCM staff on using templates, applying visual identity, and implementing communication strategies. Deliver all tools, templates, and documentation in an accessible format for future use.

#### I. LOGISTICS AND TIMING

##### Timeline

The engagement is expected to start in May 2025 and end in August 2025.

## Lines of Communication

- The task will be implemented in close consultation with the Western Balkans Youth Lab 2 and NYCM.
- The contracted bidder will report to NYCM and WBYL2 Team Leader.
- As appropriate, meetings with WBYL2 team will be organised to agree on expectations and deliverables.

## II. REQUIRED OUTPUTS / REPORTING

The following deliverables will be produced and transferred to the RCC Secretariat during the course of the assignment, as per the timeframe specified below:

	<b>Deliverables</b>	<b>Due date</b>
1.	Methodology and Work Plan	May 2025
2.	Developed Communication Plan	June 2025
3.	Developed templates and guidelines	July 2025
4.	Reporting and handover	August 2025

## III. REQUIREMENTS

The team should include at least one member with a relevant academic background in Marketing, Economics, Media, or a related field, along with demonstrated experience in policy development, youth engagement, and advocacy. Strong expertise in designing and facilitating workshops, training sessions, or dialogues focused on green policies, environmental governance, and sustainability is essential. The team should also have a proven track record of analysing complex issues and translating them into clear, actionable content. Experience working with institutions, as well as facilitating constructive dialogues among diverse stakeholders, is crucial to ensure the success of this assignment.

In addition, the team should be highly familiar with digital tools and social media platforms, particularly for advocacy and promoting youth-led initiatives. The ability to effectively raise awareness, engage youth in civic action, and inspire participation is highly valued. Fluency in

English is required, and proficiency in local languages will be considered an asset. Applicants are encouraged to propose additional team members or support staff, as needed, to meet the full scope and objectives of the assignment.

### **Expert: Communication Specialist**

Education:	<ul style="list-style-type: none"> <li>▪ Minimum Bachelor's degree in Marketing or a related field OR</li> <li>▪ Alternatively, at least 5 years of professional experience in communication or youth engagement and branding.</li> <li>▪ Master's degree in Marketing, Economics or a related field will be considered an advantage.</li> </ul>
Experience and qualifications:	<ul style="list-style-type: none"> <li>▪ A minimum of 5 years of professional experience in strategic communications, public relations or branding;</li> <li>▪ At least 5 years of experience working with youth groups or NGO's;</li> <li>▪ Proven track record in developing and implementing communication strategies for NGOs, international organisations or corporate entities;</li> <li>▪ Demonstrated experience in managing and producing content for various digital and social media platforms;</li> <li>▪ Strong writing, editing, and storytelling skills, with the ability to adapt messaging for diverse audiences;</li> <li>▪ Ability to coordinate with graphic designers, content creators, and other communication professionals to ensure message consistency.</li> </ul>
Language requirements:	<ul style="list-style-type: none"> <li>▪ Fluency in English and local languages.</li> </ul>
Other:	<ul style="list-style-type: none"> <li>▪ Ability to be flexible and respond to changes as part of the review and feedback process;</li> <li>▪ Ability to work collaboratively in a multidisciplinary team environment;</li> </ul>

### **Expert(s): Graphic Designer**

Education:	<ul style="list-style-type: none"> <li>▪ Degree in Communications, Graphic Design or a related field OR</li> <li>▪ At least 3 years of relevant professional experience in graphic design, visual communication or a related field.</li> </ul>
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Experience and qualifications:	<ul style="list-style-type: none"> <li>▪ Proven ability to create high-quality visual content across formats, including digital graphics, reports, presentations, and social media assets;</li> <li>▪ At least 3 years of experience working on design projects in various industries, including marketing, branding, and communications;</li> <li>▪ Proven track record of creating innovative visual designs for clients, including logos, websites, brochures, and social media assets;</li> <li>▪ Experience in managing design projects from concept to execution, collaborating with teams to ensure alignment with client goals and brand consistency;</li> <li>▪ Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign), Sketch, Figma or other relevant design tools;</li> <li>▪ Expertise in creating responsive and user-centred designs for websites, mobile applications, and other digital media;</li> <li>▪ Experience working on projects implemented by youth organisations or targeting youth audiences is a significant asset;</li> <li>▪ Proven ability to deliver high-quality design work under tight deadlines, with a keen attention to detail and creative problem-solving skills;</li> <li>▪ Experience in collaborating with marketing teams to create engaging content and visuals for online campaigns, advertisements, and social media platforms;</li> <li>▪ Solid understanding of print production processes, including preparing files for printing and working with external vendors;</li> <li>▪ Strong portfolio demonstrating creative work and visual storytelling skills;</li> <li>▪ Strong communication skills, with the ability to present design concepts to clients and gather feedback to refine designs;</li> <li>▪ Ability to work in a fast-paced environment, managing multiple projects simultaneously while maintaining quality standards;</li> <li>▪ A well-rounded portfolio that showcases a diverse range of design work, demonstrating creativity, technical skills, and versatility.</li> </ul>
Language requirements:	<ul style="list-style-type: none"> <li>▪ Fluency in English and local languages.</li> </ul>
Other:	<ul style="list-style-type: none"> <li>▪ Ability to be flexible and respond to changes as part of the review and feedback process;</li> <li>▪ Ability to work collaboratively in a multidisciplinary team environment.</li> </ul>

## Core Values

- Demonstrates integrity and fairness by modelling RCC values and ethical standards;
- Independent and free from conflicts of interest in the responsibilities defined by the Terms of Reference;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

### **Core Competencies**

- Demonstrates professional competence to meet responsibilities and post requirements and is conscientious and efficient in meeting commitments, observing deadlines and achieving results;
- Result-oriented; plans and produces quality results to meet the set goals, generates innovative and practical solutions to challenging situations;
- Communication: Excellent communication skills, including the ability to convey complex concepts and recommendations clearly;
- Team work: Ability to interact, establish and maintain effective working relations in a culturally diverse team;
- Ability to establish and maintain productive partnerships with regional and economy-level partners and stakeholders.

The expert should ensure an internal quality control during the implementing and reporting phase of the assignment. The quality control should ensure that the draft reports and deliverables comply with the above requirements and meet adequate quality standards before sending them to stakeholders for comments. The quality control should ensure consistency and coherence between findings, conclusions and recommendations. It should also ensure that findings reported are duly substantiated and that conclusions are supported by relevant judgment criteria.

The views expressed in the report will be those of the contractor and will not necessarily reflect those of the Regional Cooperation Council. Therefore, a standard disclaimer reflecting this will be included in the reports. In this regard, the expert may or may not accept comments and/or proposals for changes received during the above consultation process. However, when comments/proposals for changes are not agreed by the expert, they should clearly explain the reasons for their final decision in a comments table.

## **V. APPLICATION RULES**

The application needs to contain the following:

- Technical Offer;
- Financial Offer.

### **Technical Offer:**

**The technical offer needs to contain the following:**

#### **For consortia of experts**

- In case of bidding consortia of experts participating in this Call, they must indicate the members and show how the work is divided between them. Specifically, all members must name the team leader and authorise this member to represent the consortium and receive

payments on behalf of the other members. A corresponding written authorised power of attorney must be attached to the bid;

- CV of experts (max **5 pages**), outlining relevant knowledge and experience as described in the Terms of Reference, along with contact details of referees;
- A concept note of up to 4 pages, concisely and clearly elaborating the proposed methodology for addressing and undertaking each activity, relevant documents to be taken into account and the concept for the successful finalisation of the assignment; an additional page can be included, where relevant, indicating key stakeholders to be included in the proposed approach;
- List of references for relevant activities implemented over the past years demonstrating relevant experience in the subject matter;
- Signed Statements of Availability (Annex I).

## **Financial Offer**

The financial offer should reflect the following:

- All figures should be expressed in EUR;
- VAT amount, if applicable, should be presented.

When preparing the financial offer, the applicant should take into account the following:

- Use a free format for the budget providing the global price for the work to be provided
- Maximum budget should not exceed EUR 6,000
- The fee rates should be broadly consistent with those applicable in the region

## **Submission of applications:**

- **Applications need to be submitted by 22 May 2025.**
- **The offers should be submitted through the website link [Apply now](#).**

## VI. EVALUATION RULES:

- The consultancy will be awarded to the highest qualified bidder based on the relevance of skills and expertise to this assignment.
- The applications are evaluated following these criteria:

<b>EVALUATION GRID</b>	<b>Maximum score</b>
<b>A. Technical Offer (A.1+A.2+A.3)</b>	<b>100</b>
<b>A.1. Work experience, references list:</b> Relevant work experience; evidence of other contracts of the size comparable with that of the tender; experience with clients comparable to the Contracting Authority.	35
<b>A.2. Quality and professional capacity of the expert(s):</b> CV(s) satisfy the criteria set forth in the Terms of Reference, education and experience demonstrate professional capacity and experience required.	35
<b>A.3 Quality of the concept note:</b> An outline of work programme describing the main issues, information, data sources, research and analytical tools to be employed by the author, as well as the timeline.	30
<b>B. Financial Offer/ lowest price has maximum score</b>	<b>100</b>

**Score for offer X =**

**A: [Total quality score (out of 100) of offer X / 100] \* 80**

**B: [Lowest price / price of offer X] \* 20**

**In addition to the results of the technical and financial evaluation, a competency-based interview will be held with the selected bidder.**

### **Information on selection of the most favourable bidder**

The RCC Secretariat shall inform candidates and bidders of decisions reached concerning the award of the contract as soon as possible, including the grounds for any decision not to award a contract for which there has been competitive tendering or to recommence the procedure.

Standard letter of thanks for participation to unsuccessful bidders shall be sent within 15 days after the contract is signed with the awarded bidder.

The candidates and bidders wishing to receive a feedback may send a request within 15 days after receipt of the standard letter of thanks.



The request may be sent to the e-mail address [ProcurementforRcc@rcc.int](mailto:ProcurementforRcc@rcc.int) or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat  
Attention to: Administration Department  
Building of the Friendship between Greece and Bosnia and Herzegovina  
Trg Bosne i Hercegovine 1/V  
71000 Sarajevo  
Bosnia and Herzegovina

### **Appeals procedure**

Bidders believing that they have been harmed by an error or irregularity during the award process may petition the RCC Secretariat directly. The RCC Secretariat must reply within 15 days of receipt of the complaint.

The appeal request may be sent to the e-mail address [ProcurementforRcc@rcc.int](mailto:ProcurementforRcc@rcc.int) or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat  
Attention to: Administration Department  
Building of the Friendship between Greece and Bosnia and Herzegovina  
Trg Bosne i Hercegovine 1/V  
71000 Sarajevo  
Bosnia and Herzegovina

**ANNEX I:****STATEMENT OF AVAILABILITY**

REF: 039-025

Development of NYCM Visual Identity

By representing the Entity\_\_\_\_\_ we agree to participate in the above-mentioned tender procedure. We further declare that we are able and willing to work for the period(s) foreseen for the position for which our CVs have been included in the event that this tender is successful, namely:

Full name	Available from (Date)	Available until (Date)	Acceptance by signature