

TERMS OF REFERENCE

Expert / Company for Development of Communication Strategy and Branding for the project “Support to the Youth Advisory Board of the EU Delegation in North Macedonia”

About the Project

The main objective of the project is to strengthen the role of the Youth Advisory Board (YAB) as a driving force in the policy-making processes of the European Union Delegation, increasing its influence on youth policies at both national and European levels.

The specific objectives of the project focus on:

- Enhancing the capacities of the YAB members in evidence-based policy-making;
- Improving understanding of the European integration process, EU institutions, and policies;
- Promoting effective engagement and involvement of youth and the wider community.

Additionally, the project aims to improve cooperation and communication between the YAB, youth organizations, youth officers, and the EU Delegation, as well as to raise awareness of the work and contributions of the YAB and youth-oriented policies of the EU Delegation among youth and the general public.

About the Assignment:

The purpose of this assignment is to engage a qualified expert or company to develop a Communication Strategy and Branding Package for the project. The expert/company will work closely with the project team to design a strategic framework that will guide communication efforts and ensure coherent messaging and visual presentation of the project.

The expert's tasks will include:

- Conducting a brief assessment of the project's communication needs, stakeholders, and target audiences;
- Organizing and facilitating a brainstorming session with members of the Youth Advisory Board (YAB) in order to gather inputs, ideas, and perspectives relevant for the development of the communication strategy and branding;
- Developing a comprehensive Communication Strategy outlining communication objectives, key messages, target groups, communication channels, and outreach activities;
- Developing a visual identity and branding concept for the project (logo, color palette, typography, and branding elements);
- Preparing brand guidelines to ensure consistent use of visual identity across materials and platforms;
- Proposing communication tools and formats suitable for digital and offline engagement (social media, events, publications, etc.);

- Providing recommendations for improving project visibility and engagement with target audiences;
- Presenting the communication strategy and branding concept to the project team and incorporating feedback.

All deliverables must be submitted in English.

Expected Results

The expert is expected to deliver:

- A comprehensive Communication Strategy document for the project;
- A Branding book (branding concept, visual identity package and brand guidelines)
- A presentation of the strategy and branding to the project team.

Required Qualifications

- University degree or relevant training/qualification in communications, marketing, public relations, media studies, or a related field;
- At least 3 years of professional experience in communication strategy development, branding, or strategic communications;
- Proven experience in developing communication strategies for projects, organizations, or institutions;
- Experience in branding and visual identity development;
- Experience working with civil society organizations, international organizations, or donor-funded projects will be considered an asset;
- Excellent analytical, writing, and communication skills and
- Youth sensitive approach.

Application Procedure

All interested legal or natural persons are required to submit their **applications by 26 April 2026** to the National Youth Council of Macedonia (**st.2 9th November No. 4v, 1000 Skopje**) or scanned and sent by email applications@nms.org.mk , with the subject line: *"Offer for Communication Strategy – YAB – [Name and Surname]"*.

The application must include the following documents:

- Portfolio of the applicant;
- CVs of the proposed experts who will be involved in the assignment (in case of legal entity application);
- Current status of the applicant (if a legal entity), not older than one year;
- Proposed methodology (Annex 2);
- Financial offer (Annex 3);

- Statement of exclusivity and availability (Annex 5);
- Statement confirming the absence of exclusion grounds for service providers under the project (Annex 4, if applying as a legal entity, Annex 4).