



Swiss  
**Cultural Fund**  
Albania

# Organisation of info– sessions, networking events and community building

## Application guidelines

A project of the Swiss Agency for  
Development and Cooperation SDC



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

**Swiss Agency for Development  
and Cooperation SDC**

Implemented by:

**CBTL** | Center for Business  
Technology and Leadership

## Important dates

Launch of call: 04.05.2021

Deadline for applications: 14.06.2021

Deadline to submit questions: 24.05.2021

Answers to be published by: 26.05.2021

## Background

Swiss Cultural Fund SCF is a project of the [Swiss Agency for Development and Cooperation SDC](#) and it is implemented by [Center for Business Technology and Leadership](#).

The first phase of the project was implemented between August 2017 and December 2020.

The second phase is ongoing from January 2021, until December 2023.

The main goal of SCF is to empower the independent cultural scene in Albania through financial support and capacity building for young and emerging artists and independent cultural organisations.

The financial support is given through local grants for socially engaging projects that involve research, production, exhibition or performance and promotion of works from a broad range of disciplines, such as: visual art, film, photography, music, dance, design, architecture, cultural heritage and cultural activism.

During the first phase, SCFA provided capacity building through open sessions for artists and cultural workers. These sessions treated a series of themes, such as: fundraising, project cycle and management, promotion, financial and narrative reporting, etc.

SCFA will continue to provide capacity building during the second phase.

## Info-sessions, networking events and community building

A Review and Expert Opinion on the Effectiveness of the first phase of the Swiss Cultural Fund recommended a strengthened communication strategy, in order to guarantee bigger community engagement.

Based on this feedback, the SCF team is working to design and implement:

- Info-sessions between SCF and community members of the independent cultural scene;
- Networking events, between SCF, grant beneficiaries, cultural actors and general audience;
- Community engagement through the strengthening of SCFs presence on social media and web.

In order to achieve the above-mentioned goals, through this call, SCF is looking to hire a qualified consultant.

## Tasks and responsibilities

The consultant for the organisation of info-sessions, networking events and community building will work closely with SCF team to implement the following tasks.

For virtual info-sessions or networking events:

- Advise on the content of Info-sessions based on online surveys with artists and cultural actors;
- Set up online infrastructure (such as Zoom or other video platforms) for online info-sessions or networking events;
- Utilize SCFs communication channels (website, social media, newsletter) to invite cultural actors and artists from the Albanian independent cultural scene.

For physical info-sessions or networking events:

- Arrange event locations;
- Oversee the production of visibility materials;

- Document activities through photography.

For community engagement:

- Propose growth strategies for the project's Facebook and Instagram profiles;
- Work with the SCF team to create content for Facebook and Instagram feed posts, stories, IGTV, Reels, etc.;
- Create and distribute the project's newsletter;
- Publish calls and related notifications on SCFs website and social media;
- Publish press releases on SCFs website.

## Requirements

The candidate must fulfil the following requirements:

- Bachelor or master degree in communication, marketing or PR;
- At least two years of experience in communication, marketing or PR;
- Experience with community engagement on social media;
- Experience and extended know-how on social media growth strategies;
- Familiarity with principles and technical requirements of graphic design materials;
- Good English language skills;
- Technical know-how on: Zoom, Wordpress, Mailchimp, Google Analytics, Zoho, Linktree etc.;
- Photography skills are considered an advantage.

## Deliverables

- Online informative or networking events concept and implementation;

- Physical events concept and implementation;
- Facebook event pages;
- Social media posts, stories, reels and IGTV;
- Posts on SCF website;
- SCF newsletters;
- Photos from events for documentation and promotional purposes;

## Application documents

- CV highlighting experience, education and skills
- A cover letter highlighting related experience and knowhow.

## File handling

Please make sure that the total weight of the files submitted by email attachment does not exceed 10 MB.

### **PLEASE NOTE THAT:**

- SCF will not accept application materials sent through download platforms such as Wetransfer, Sendspace, etc.
- SCF will not accept any physical applications.

## Selection of candidates

The candidate is selected by a trilateral board that represents SCF, SDC and external independent experts.

Every applicant will receive an email notification about the result of their application.

Additionally, the successful applicant will be announced on SCF's website and social media channels.

## Complaints

Applicants have the right to file a complaint, which must be made no later than five calendar days from the date of dispatch of information through written notice from SCF or publication of the list of selected projects on the official website of SCF and should clearly describe the problem/complaint base. The complaint must be made directly by the applicant and not by his or her legal representative or mediator to our email address. SCFA will provide an answer to the complainant no later than 15 days from the deadline set for filing the appeal.

## Contact

Please use the following address to submit your questions or proposals:

**[info@swissculturalfund.al](mailto:info@swissculturalfund.al)**

For proposal submissions, please use the following code in the beginning of the subject line: **IS\_A**

For questions, please use the following code in the beginning of the subject line: **IS\_Q**