

**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – FIRMS SELECTION)**

ROMANIA

Romania Secondary Education Project

Loan Agreement No 8481-RO

Assignment Title: Development and Implementation of a Communication Campaign for Project Activities and Raising Awareness on Education importance

Reference No.: [C 1.2.7.1](#)

The *Government of Romania (GoR)* has received financing from the World Bank toward the cost of the *Romania Secondary Education Project*, and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include *develop an integrated strategy, continuing the concept developed and implemented during 2021 – 2022, and implement a Communication campaign on the ROSE project and on awareness raising about the importance of education (2023-2024)*.

The *Ministry of Education - Unit for the Management of Externally Financed Projects* now invites eligible consultants (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The shortlisting criteria are:

- Demonstrate 5 years of experience in carrying out public relations/communication assignments, during the last 7 years.
- Demonstrate at least 3 years of experience in carrying out communication/awareness raising campaigns at national level for various public institutions, during the last 7 years, including websites development, social media (Facebook/ Instagram/ YouTube), elaboration of banners, leaflets, posters, newsletters;
- Have proven experience during the last 3 years in projects focused on developing and implementing communication/awareness raising campaigns focused on the education sector/ social inclusion/ non-discrimination, out of which at least 1 project includes raising awareness campaigns including radio and TV publicity.
- Have proven experience of working on communication projects including grants (at least 2 projects)
- Proven experience of working with World Bank will be considered an advantage.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s *"Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA*

Credits and Grants by World Bank Borrowers" dated *January 2011* (revised *July 2014*) ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

A consultant company/organization will be selected in accordance with the Quality- and cost-based selection (QCBS) method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours 8:00 A.M. – 4:00 P.M.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by February 27th 2023, 2:00 P.M.

Ministry of Education– Unit for the Management of Externally Financed Projects

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