

Support for drafting the ToRs

External Expertise - Communication manager Expert

Reference SA-0300462/2025/ZICG/4

1. BACKGROUND INFORMATION

About RIoM

In its capacity as an infrastructure manager, Railway Infrastructure builds and invests in railway infrastructure, takes care of its modernization and maintenance, ensures access and allocates infrastructure capacities to all interested railway carriers that meet the legal requirements, determines fees for the use of infrastructure capacities, creates and publishes timetables, organizes and regulates railway traffic. Railway Infrastructure of Montenegro JSC (RIoM) is responsible for maintaining the construction and electrotechnical railway infrastructure, as well as for managing investment projects related to the reconstruction and modernization of railway structures and electrotechnical systems.

About the “Connected for Cohesion” project

From July 1, 2025, CDI and its partners is implementing the project “**Connection for Cohesion**” co-financed from Interreg South Adriatic Programme. The project is expected to bring in several transformative changes in SAA rail sector, particularly in the context of its integration into the Core TEN-T network before 2030, through: i) an Improved Rail Connectivity: a comprehensive assessment of the rail sector will assess gaps & areas for improvement; ii) Increased Financing Scenarios for CBC initiatives; iii) Knowledge Transfer & Expertise Sharing, which will strengthen candidate countries’ strategic capabilities and increase their participation in EU infrastructure & transport policies; iv) an Enhanced Integration into the TEN-T Network. As a result of these efforts, the SA region will become more integrated into the TEN-T network, improving its readiness to access EU corridors. This will increase the region’s visibility & influence in EU relevant policies post 2027, facilitating greater economic cooperation & growth. Finally, the project will practically improve the preparedness of AL & MNE for Chapters 14&21. Co4Co is implemented by a cross-border partnership of five institutions: Cooperation and Development Institute (Albania) as Lead Partner, Albanian Railways, Railway Infrastructure of Montenegro, Puglia Region and Molise Region from Italy.

1.1 Beneficiary Country

Montenegro, with coverage of Albania and Italy

1.2 Contracting Authority

Railway Infrastructure of Montenegro (RIoM)

1.3 Relevant Background

The *Co4Co Project* aims to enhance TEN-T rail readiness of the South Adriatic region and increase regions’ footprint in EU policies. Project focus is rail connectivity, financing opportunities, and knowledge transfer in the rail sector. The project promotes cross-border cooperation between Albania,

Montenegro, and Italy (Puglia and Molise), valorising collaboration and exchange of experience as tangible contribution to candidate countries' readiness for EU integration and funding instruments.

Communication is a central element of the project, ensuring visibility, stakeholder engagement, and dissemination of results in line with EU/donor requirements. To achieve these goals, the Project Partner in Montenegro seeks to engage an **external Communication Manager** to lead communication activities in Montenegro, coordinate events, develop communication materials, and ensure consistent outreach and advocacy in accordance with the project's Communication Plan.

2. OBJECTIVES OF THE CONTRACT

To support project's communication, visibility, and outreach activities in Montenegro and provide Montenegro-based content to project Communication manager, ensuring stakeholder engagement, professional event organization, and effective dissemination of project results in line with the approved Communication Plan.

3. DURATION AND SCOPE OF WORK

Duration

- **Duration:** January 2026 – end of project
- **Engagement:** 75 working days
- **Location:** Montenegro (with travel to project sites/events as required)

Scope of Work – Communication Expert

Communication Manager - In charge for project communication in MNE, events organization, stakeholder engagement, communication content development, outreach and advocacy actions, etc in line with project Communication Plan provisions. The Communication Expert will:

- Coordinate and implement communication and visibility activities in Montenegro, aligned with the Co4Co Communication Plan.
- Organize, coordinate, and support project events (conferences, workshops, stakeholder forums, press events).
- Develop high-quality communication materials, including press releases, newsletters, social media content, leaflets, and reports.
- Ensure consistent branding and compliance with donor/EU visibility rules.
- Manage outreach to local stakeholders, media, and civil society to raise awareness and engagement with project activities.
- Develop and maintain relationships with journalists, opinion leaders, and relevant communication multipliers.
- Provide input for project websites, social media platforms, and knowledge-sharing tools.
- Monitor media coverage and prepare media clippings/visibility reports.
- Support advocacy actions and campaigns to promote project objectives and impact.
- Collaborate closely with the Lead Partner's communication team to ensure coherence and synergy across cross-border communication efforts.

3.2 Project Management

3.2.1 Contracting Authority

The Contracting Authority for the contract is: RIOM, at Address: Trg Golotočkih zrtava, 13.

3.2.2 Facilities to be provided by the contracting authority and/or other parties

The Contracting Authority will fully co-operate with the Service Provider in order to achieve the best results. Technical information and access to the existing records, any useful information and/or documentation which may be relevant to the performance of the Contract will be provided upon request.

The Contracting Authority will provide a workplace in its premises for the Contractor, to be used for project purpose.

The Service provider shall appoint a contact person responsible for all communication with the Contracting Authority.

4. ASSUMPTIONS & RISKS

4.1. Assumptions underlying the project

- There are available service providers for the provision of requested services.
- Sufficient flow of relevant information for the project implementation between the involved parties

4.2. Risks

Force majeure affecting the organization of the event (natural force majeure, INTERREG IPA South Adriatic Programme related, etc)

5. LOGISTICS AND TIMING

5.1 Location

Combination of remote support, desk-work, field missions (Montenegro, Albania, Italy, Brussels) and online facilitation.

5.2 Start date & period of implementation of tasks

The intended start date is 15th January 2026 and the period of implementation of the contract will be within two weeks from this date. Please see point 3 of the main conditions for the actual start date and period of implementation.

6. REQUIREMENTS

6.1. Communication Expert

- **Education.** University degree in Communications, Journalism, Public Relations, Political Science, or related field.
 - **Experience:**
 - At least 5 years of professional experience in communication, PR, or media relations, preferably with EU/donor-funded projects.

- Proven record in event organization, stakeholder engagement, and outreach campaigns.
- Excellent writing, editing, and content development skills.
- Familiarity with EU visibility and communication rules is an asset.
- Strong networking and stakeholder engagement skills, including experience with media.
- Fluency in Montenegrin and English (written and spoken); knowledge of Albanian or regional languages is an asset.
- Proficiency in digital communication tools and social media management.

6.2 Facilities to be provided by the contractor

The contractor shall ensure that Key Experts, or any other eventual expert, support staff or backstopping are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable other experts, support staff & backstopping to concentrate on their primary responsibilities.

6.3 Equipment

No equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract.

7. OUTPUTS

The contractor will report in a timesheet modality for the support provided to RIoM in achieving the following:

- Communication and visibility workplans for Montenegro aligned with the project Communication Plan.
- Press releases, newsletters, and outreach content produced and disseminated in Montenegrin language
- Regular updates and contributions for the Co4Co website and social media channels.
- Stakeholder engagement activities documented (meetings, outreach actions, advocacy campaigns).
- Media coverage monitored and communication reports prepared.
- Advocacy messages and campaigns supporting project objectives developed and implemented.
- Final communication and visibility report for Montenegro, including lessons learned and recommendations.

8. APPLICATION & SELECTION

Interested experts or expert teams shall submit:

- CV(s) highlighting relevant experience.