

REQUEST FOR EXPRESSIONS OF INTEREST (Consultant Services – Individual Consultant)

Country: Republic of Kosovo

Project Name: Kosovo Comprehensive Approach to Health System Strengthening (KOMPAS)

Loan No.: IDA 75410

Assignment Title: Public Relations Consultant

Reference No.: TBD

Issued on: 22 May 2026

Background

The Government of Kosovo has received financing from the World Bank toward the cost of the Kosovo Comprehensive Approach to Health System Strengthening Project (KOMPAS) and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include providing strategic communication, media advisory, and public relations support to the Ministry of Health (MoH) and the Project Coordination Unit (PCU) in relation to health sector reforms and priority health initiatives, including activities supported under the KOMPAS Project and Pandemic Fund (PF).

The Consultant will support coherent, proactive, and credible communication of healthcare reforms, including strategic messaging, media positioning, stakeholder communication, and advisory support for public engagements of MoH leadership.

The assignment is expected to commence as soon as possible following contract signature, for a duration of three (3) months, with the possibility of extension subject to project needs and satisfactory performance.

The detailed Terms of Reference (TOR) for the assignment are attached to this Request for Expressions of Interest.

The Ministry of Health now invites eligible individual consultants (“Consultants”) to indicate their interest in providing the Services. Interested candidates should submit:

- A Letter of Expression of Interest
- A detailed Curriculum Vitae (CV)
- Copies of diplomas and relevant certifications
- References for similar assignments (if available)

Selection Method

The Consultant will be selected in accordance with the Individual Consultants (IC) method set out in the World Bank Procurement Regulations for IPF Borrowers.

Qualifications and Experience Requirements

The Consultant shall meet the following minimum qualifications:

- A Master’s Level Degree in Political Philosophy, Journalism, Communications, Public Relations, or a related field;
- Minimum of seven (7) years of experience in communications, public affairs, or media relations;

- Demonstrated experience advising senior officials on communication of reforms or crisis-related issues;
- Proven track record of managing communications for large-scale institutional reforms;
- Expertise in strategic communication frameworks and institutional narrative building;
- Proficiency in digital media management and the use of performance analytics for audience penetration;
- Certifications in effective communication and visibility are considered an advantage;
- Native-level fluency in Albanian and professional-level proficiency in English is mandatory.

The attention of interested Consultants is drawn to paragraphs 3.14, 3.16, and 3.17 of the World Bank Procurement Regulations for IPF Borrowers, setting forth the World Bank's policy on conflict of interest.

Further information can be obtained at the address below during office hours 09:00 to 16:00.

Expressions of Interest must be delivered electronically (by e-mail) to the address below no later than 5 June 2026 at 14:00 local time. Expressions of Interest received after the deadline will not be considered.

Ministry of Health

Project Coordination Unit Kosovo Comprehensive Approach to Health System Strengthening (KOMPAS)

Pristina, Kosovo

Attn: Fanol Duli, Project Coordinator

Email: fanol.duli@rks-gov.net

CC: Blerim Çerkini, Procurement Specialist

Email: blerim.cerkini@rks-gov.net

TERMS OF REFERENCE

Country: Kosovo

World Bank Loan/Credit Name: Kosovo Comprehensive Approach to Health System Strengthening- KOMPAS

Project ID: P179831

Ref. No.: TBD

Assignment name: Public Relations Consultant

Background

Referring to the Financing Agreement between the Republic of Kosovo and the International Development Association for the Kosovo Comprehensive Approach to Health System Strengthening Project (KOMPAS), the KOMPAS Project (P179831) was approved on 07 May, 2024. The Project Development Objective (PDO) is to strengthen institutional capacity and governance for quality of care in the Kosovo health system.

The following are the components of the project:

Component 1: Strengthening key health system building blocks for Quality of Care (QoC)

The objective of this component is to support aspects of public health/Pandemic Preparedness and Response (PPR), service delivery, and health financing (strategic purchasing), that will help unblock the bottlenecks in the structural and process of care. This component will include three sub-components, outlined below:

Subcomponent 1.1 Improving service delivery. This subcomponent is aligned with the strategic objectives of the forthcoming Health Sector Strategy for 2023-2030 and builds on the recommendations of the recent World Bank's report highlighting the quality aspect of noncommunicable diseases (NCD) management in Kosovo.

Subcomponent 1.2 Developing and implementing strategic purchasing for quality. This subcomponent will support the development and implementation of key strategic purchasing elements which are not in place in Kosovo but are critical for both structural and process aspects of quality care.

Subcomponent 1.3 Strengthening public health and PPR. This subcomponent will build on activities carried out under the Kosovo Emergency COVID-19 Response Project (P173819) in the areas of PPR. It will support key areas of the Action Plan of the National Program on Communicable Diseases (2022) and the Action Plan for HCWM (2023). This sub-component is co-financed with the grant from Pandemic Fund as part of MAKE-READY multi-country project for Kosovo, Albania, and North Macedonia.

Component 2: Developing an Integrated Health Information System (IHIS): The objective of this component is to support the design, development, and implementation of an integrated digital health ecosystem that is critical for the functioning of the entire health system. The foundational

and key strategic IHIS building blocks will set the digitized health data environment to support health service delivery and decision-making.

This activity is informed by the “Kosovo eHealth Feasibility Study,” which was completed under the Kosovo Emergency COVID-19 Project (P173819). The planned system will include Primary Health Care (PHC) facilities and hospitals, as well as laboratories and the National Institute of Public Health (NIPH), and will allow for the seamless transmission and sharing of health information among all authorized individuals. Based on globally recognized best practices and experience with previous health information systems development in Kosovo, the approach will be to not build one monolithic system but rather an ecosystem of cooperating information systems built on common governance, standardization, and technical foundational building blocks. Such a system will also require robust patient confidentiality and data privacy protocols to ensure that only authorized users can access patient data.

This component will include three sub-components, outlined below:

Subcomponent 2.1: Establishing foundational building blocks of IHIS. This subcomponent will support the establishment of critical elements of foundational environment (Enterprise Architecture) for digital health systems implementation, including: (i) the legal and regulatory framework for transformed health services delivery through digital systems utilization; (ii) the assessment and design of Master Data Management standards and systems, such as foundational registries and common coding and classification systems; (iii) design and implementation of the Health Information Exchange services; and (iv) upgrade of hardware platforms on central locations and in health facilities.

Subcomponent 2.2: Digital health support for improvement in QoC. Implementation of Component 1 will require finalization of the implementation and upgrade of the basic health information system (BHIS). Currently, the BHIS is not fully implemented in all Primary Health Care (PHC) facilities and with full functionality. This subcomponent will support: (i) rolling out the BHIS to all PHC facilities (including finalization of patient empanelment and zoning); (ii) upgrading the BHIS functions (automatic update of codes from key registries and allowing dashboard and smart reporting on facility level); and (iii) upgrading the integration with eReferrals system and introduction of eAppointments.

Subcomponent 2.3: Implementation of IHIS strategic systems. The eHealth Feasibility Study envisages full digitalization of the health sector in Kosovo to improve the effectiveness and efficiency of service delivery, clinical decision support, health financing, pandemic preparedness and public health functions, supply chain for pharmaceuticals and nutraceuticals, health workforce management, and health system management and policy making. This sub-component is co-financed with the grant from Pandemic Fund as part of MAKE-READY multi-country project for Kosovo, Albania, and North Macedonia.

Component 3: Project Management, Monitoring, and Evaluation: The objective of this component is to support overall project administration, including project management, fiduciary functions (procurement, financial management (FM)), monitoring and evaluation, environmental and social compliance, and regular monitoring of and reporting on project implementation. The component will finance consulting services, including consultants to staff the Project Coordination Unit (PCU), as well as office equipment, training, audits, filing systems, and operating costs.

In parallel to the KOMPAS Project, the Ministry of Health is implementing activities financed by the Pandemic Fund (PF), which support strengthening pandemic prevention, preparedness, and response (PPR) capacities through a One Health approach. These activities are implemented in coordination with relevant national institutions and contribute to improving surveillance, laboratory systems, and emergency response capacities. The Monitoring and Evaluation Specialist will also support tracking and reporting of PF-related activities, ensuring alignment with KOMPAS M&E arrangements

Objective of the Assignment

The Consultant will provide strategic public relations advice and hands-on support to the Ministry of Health (MoH) and PCU ensure coherent, proactive, and credible communication of healthcare reforms, including those supported under KOMPAS project.

Scope of Work

Working under the guidance of the PCU / Ministry of Health (MoH), the Consultant will provide strategic communication and media advisory support in relation to health sector reforms, including the KOMPAS Project and Pandemic Fund initiatives.

The Consultant will undertake the following tasks:

- Provide strategic advisory support to MoH leadership on public relations, media positioning, and communication approaches related to health sector reforms and priority health initiatives;
- Provide strategic guidance on the framing and positioning of sensitive reform areas, including pandemic preparedness and response (PPR), quality of care, health financing reforms, and digital health transformation;
- Support consistency and coherence of institutional messaging across key health sector reform initiatives, ensuring alignment with Government priorities and reform objectives;
- Provide high-level advisory input on communication narratives, including reform sequencing, pilot activities (where relevant), and expected impacts for patients, health workers, and the health system;
- Provide advisory support to MoH leadership in preparation for media engagements, including interviews, press briefings, and public statements, with a focus on messaging, positioning, and risk considerations;
- Review selected communication materials prepared under the KOMPAS Project and related initiatives, and provide strategic feedback to ensure clarity, consistency, and alignment with institutional messaging;
- Provide strategic advice on engagement with key stakeholders, including civil society, professional associations, and relevant health sector actors, as part of broader public communication efforts;
- Provide ad hoc strategic communication and media advisory support as requested by the Minister of Health, Secretary General, or PCU, within the scope of the assignment.
- Strategic recommendations provided to strengthen media positioning and visibility of priority health sector reform initiatives

Expected Deliverables

- Strategic communication advisory notes prepared for MoH leadership related to health sector reforms, KOMPAS, or Pandemic Fund activities;
- Review notes for key communication products for senior MoH leadership, including talking points, briefing notes, speeches, and media lines, as requested during the assignment period;
- Advisory support provided for media or public engagements of MoH leadership, including interviews, press briefings, or public statements;
- Recommendation notes on media positioning, messaging risks, or stakeholder communication approaches for priority health sector reforms;
- Final progress report summarizing activities undertaken and outputs delivered;

Qualifications and Experience Requirements

The successful candidate must demonstrate the following:

- Education: A Master's Level Degree in Political Philosophy, Journalism, Communications, Public Relations, or a related field.
- Minimum of seven (7) years of experience in communications, public affairs, or media relations.
 - Demonstrated experience advising senior officials on communication of reforms or crisis-related issues
 - Proven track record of managing communications for large-scale institutional reforms
- Expertise in Strategic Communication Frameworks and institutional narrative building.
 - Proficiency in Digital Media Management and the use of performance analytics for audience penetration.
 - Certifications in Effective Communication and Visibility are a distinct advantage.
- Language: Native-level fluency in Albanian and professional-level proficiency in English is mandatory.

Institutional Arrangements

The Consultant will report directly PCU Project Coordinator and work in close coordination with the Minister's Cabinet to ensure the technical accuracy of all public-facing information.

Duration, Level of effort and Payment

The PR Consultant position is a part-time position within the Ministry of Health (MoH), and the engagement is expected to commence as soon as possible. The foreseen contract duration is three (3) months, with the possibility of extension subject to project needs and satisfactory performance.

The consultant will be paid based on the daily rate agreed prior to contract signature. All terms and conditions will be specified in the consultant contract. The contract will be the Standard World Bank Lump-Sum Contract.

The estimated level of effort for this lump-sum contract is 30 person-days (approximately 10 working days per month).

Governance and reporting arrangements

The Consultant will closely coordinate with teams involved in the implementation of the KOMPAS Project and the Pandemic Fund on matters related to strategic communication, media engagement, and stakeholder communication activities.

The Consultant will prepare and submit a final progress report outlining activities carried out and outputs delivered in line with the agreed scope of work and expected deliverables. .

The Consultant shall perform his/her duties in accordance with the terms and conditions of the contract, the applicable legal framework of the Republic of Kosovo, and the World Bank's requirements and procedures.

Client Contribution

Consultant will be based and work in the MoH premises in Pristina. The MoH will provide office space and equipment required.

Selection process

Experienced and qualified individuals will be selected in accordance with the World Bank's Procurement Regulations for IPF Borrowers ("the Regulations"), September 2023, based on an open call for Individual Consultants (IC) Selection.

The consultant will be selected based on:

- General qualifications (education, certifications, strategic communication skills) – 20%
- Specific professional experience relevant to the assignment (media relations, crisis communication, strategic messaging, advisory roles) – 50%
- Experience in similar high-level positions (government advisory roles, spokesperson roles, large-scale reform communication) – 30%