

ToR for a Media Agency Consulting Service, within TEASIMED 2 Project, co-funded by the European Commission through GRANT CONTRACT - EXTERNAL ACTIONS OF THE EUROPEAN UNION NDICI-GEO-NEAR/2022/437-130.

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1. Introduction

Med-TSO - Mediterranean Transmission System Operators, is a recognized association established in Rome, on April 19th, 2012, involving the Mediterranean companies performing the activity of transmission system operators (TSO).

Med-TSO has legal headquarters in viale Egidio Galbani 70, 00156 Rome - Italy and Operational Headquarters in via della Marcigliana, 911 - 00138 Rome – Italy.

This tender is launched in the frame of the **TEASIMED 2** (Towards an Efficient, Adequate, Sustainable and Interconnected **MED**iterranean power system) Project - NDICI-GEO-NEAR/2022/437-130 (hereinafter the "Project" or "TEASIMED 2"), developed through a Grant Contract, signed between Med-TSO and the European Commission in December 2022.

The TEASIMED 2 project is the fourth project attributed to Med-TSO and co-financed by the European Commission after the Mediterranean Project I (2015-2018), the Mediterranean Project II (2018-2020) and the TEASIMED Project (2020-2023). In this context, the activities to be carried out by the selected Media Agency (hereinafter "MA") are a relevant part of the communication strategy of the TEASIMED 2 Project, which has the final objective to:

- increase the visibility of the Project and of Med-TSO Association itself and the visibility at country/regional;
- promote and gain support for the Project among Institutional Stakeholders.

2. Object and scope

The Media Agency shall develop and improve the communication activities, starting from drafting the TEASIMED 2 project **communication plan**. It should take care of the **regular activities**, such as drafting news for the website and press releases, newsletters, save the dates, invitations for events, and manage all social media channels and the website, by creating textual, graphic and video contents.

The Media Agency shall also take care of **occasional activities** such as the realization of promotional material, the editing of downloadable/printing publications, or the whole **organisation** of conferences, workshops or webinars, both internal and external, with the management of all the related activities (dedicated communication plan and visual identity, venue selection, live streaming and/or remote participation, live posting, realisation of promotional products, photo and video contents, etc.)

3. Profile requirements

The evaluation of the MA will be based on the following skills:

- proven experience in Communication project implementation (portfolio) and the provision of strategic communications;
- proven experience in social media network management and content creation;
- proven experience in website designing, management and content creation;
- proven experience in events organization;
- proven experience in editorial works production;
- excellent drafting skills both in English and in French. Additional fluency in Arabic and Italian is strongly desirable;
- relationship management skills in dealing with senior executives, technical experts and policy specialists;
- Provision of strategic communications advice to electricity companies
- proven experience in the realization of campaigns addressed to the Mediterranean countries;
- experience in working in EU financed projects;
- proven experience in the realization of campaigns dealing with energy, electricity or power system.