



## **REQUEST FOR PROPOSALS**

### **Strengthening Communication Capacity for Advocacy and Member Engagement**

#### **1. About American Chamber of Commerce in North Macedonia**

The American Chamber of Commerce in North Macedonia (AmCham) is a business community comprising more than 140 members, with a diverse spectrum of businesses, from small enterprises and local companies to large foreign investors, collectively employing over 42.000 individuals and generating an annual revenue of over 9 billion USD. AmCham serves as a platform for advocacy, networking, exchange of knowledge and sharing of best practices, where business professionals dedicate their time and expertise to co-create a better business environment in the country.

#### **2. Primary Objective of the Request for Proposals (RfP)**

The primary objective of this engagement is to strengthen AmCham's capacity to integrate strategic communication into its advocacy and member engagement activities through practical training, communication planning support, and the development of practical communication approaches. The expert will design and deliver tailored trainings to strengthen communication planning, messaging, stakeholder and media engagement, and the use of digital and AI-based tools. The assignment should also provide practical input into the development of an organizational communication plan and practical communication guidelines and templates for regular use.

#### **3. Scope of Work and Timeline**

This RfP aims to select experts that will support AmCham North Macedonia in strengthening communication capacity and integrating communication more effectively into advocacy and member engagement activities.

The selected experts will be expected to:

##### **3.1. Design and deliver a practical learning program tailored to AmCham's areas and principles of work**

The program should address themes such as:

- core communication principles and how communication supports organizational and advocacy objectives,
- communication planning, message development, and consistency across channels and activities,
- adapting communication approaches to different audiences and objectives,
- communication approaches linked to policy and advocacy processes,
- communicating complex policy and regulatory topics, and
- practical use of digital and AI-supported communication tools.

Applicants are encouraged to propose the most appropriate content, structure, and format for delivery. While the project foresees four training modules, alternative formats may be proposed where justified by the methodology and expected outcomes.

### **3.2. Provide practical inputs and recommendations to support communication planning and practical application within AmCham**

In addition to the training programme, the selected experts will be expected to provide practical inputs and recommendations that support the integration of communication approaches into AmCham's regular advocacy and member engagement activities. This may include contributions to the development of an organizational communication plan, audience and stakeholder mapping, practical communication tools and templates, as well as recommendations supporting the development and implementation of communication approaches within selected advocacy initiatives.

AmCham may, where relevant, complement selected sessions with practical contributions from member company representatives and other practitioners with relevant communication, advocacy, policy, or business experience. Applicants are encouraged to propose formats that allow integration of such contributions where appropriate.

All activities under the contract shall be completed by the end of September 2026.

## **4. Eligibility Criteria**

Individuals and legal entities are eligible to apply.

Applicants should demonstrate:

- Experience in designing and delivering communication-related trainings or advisory assignments
- Experience in strategic communication, advocacy, public affairs, media, public policy communication, or related fields
- Capacity to provide a delivery team with complementary expertise relevant to the different elements of the assignment
- Experience working with chambers, business associations, membership organizations, public institutions, or comparable environments will be considered an advantage
- Applications should identify the proposed experts and their expected role in delivery.

## **5. Required Elements of the Proposals**

Teams of experts and legal entities are invited to submit:

1. Proposed curriculum (maximum 2–3 pages), presenting the applicant's proposed approach to achieving the objectives of this RfP. Applicants are encouraged to propose the content, structure, and format they consider most appropriate. The proposal should also clearly indicate the specific outputs, tools, and materials that will be delivered as part of the assignment.
2. Financial proposal. The financial offer must be submitted as a gross amount in USD, inclusive of all applicable taxes, fees, and other related costs.
3. Short biographies of proposed experts, indicating their expected role and contribution to delivery.

4. Registration document (for legal entities) or, for applications submitted by teams of experts, a short signed statement by the lead applicant confirming the proposed team composition and serving as the main point of contact for coordination and contracting purposes.

## **6. Submission Deadline**

Proposals must be submitted electronically to [jobs@amcham.mk](mailto:jobs@amcham.mk) by June 22, 2026.

The subject line should be "Proposal for Strategic Advocacy and Communication Capacity Development".

Incomplete proposals, as well as proposals received after the submission deadline, will not be taken into consideration.

## **7. Selection Criteria**

All timely, complete, and correctly submitted proposals will be evaluated based on the following criteria:

- Quality, relevance, and practicality of the proposed curriculum and approach – 55 points
- Relevant experience and references of the proposed expert(s) – 30 points
- Cost-effectiveness – 15 points

AmCham reserves the right to invite shortlisted applicants for a short presentation and/or clarification meeting before final selection.

Selection will be conducted in accordance with AmCham procurement procedures.

Selection of the preferred proposal is expected to be finalized by the end of June 2026.

## **8. Additional information**

For additional information regarding this RfP, please contact: [info@amcham.mk](mailto:info@amcham.mk).

*This activity is implemented within the framework of the project "Strengthening Advocacy Capacity for Effective Policy Engagement" supported by the Center for International Private Enterprise (CIPE), Washington, D.C.*