

EMS Cooperative communications

Statement of work

Berne, March 2020



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1 Document history

<i>Version</i>	<i>Date</i>	<i>Author</i>	<i>Comments</i>
1.0	XX March 2020	Ms Jamille Paz Andrade	

2 Introduction

The purpose of this call for tenders procedure is to employ a Communications Consultant for the EMS Unit of the EMS Cooperative.

3 Background information

3.1 *About the express mail service (EMS)*

The Universal Postal Union (UPU) is a specialized agency of the United Nations. Its principal purpose is to promote the harmonization and development of international postal services. The secretariat of the UPU, the International Bureau, is located in Berne, Switzerland.

EMS is an international postal express mail service offered by postal operators of member countries of the UPU. The EMS Cooperative acts as an autonomous organization within the general framework of the UPU. The EMS Unit functions as the Cooperative's secretariat and is responsible for the performance of its activities.

Since its establishment in 1998, under the auspices of the UPU's Postal Operations Council, the EMS Cooperative has continued to strengthen the EMS service through the establishment of common standards and procedures. In total, 185 postal operators offering an EMS service have joined forces to form a global EMS delivery network. In this regard, the EMS Cooperative provides a range of activities and measurements to help EMS operators improve and deliver a high-quality EMS service. Members of the EMS Cooperative have access to a comprehensive range of services and technical cooperation activities.

EMS is the fastest postal delivery service and is provided by EMS operators for the express delivery of documents and merchandise. EMS items receive top priority in all processes in the operational chain of all EMS operators. The EMS service offers the greatest added value available in the postal market.

EMS Cooperative members send 90% of global EMS traffic and deliver to 97% of the world's population. EMS is known to be reliable, and members of the EMS Cooperative can access global customer service management systems, operational reports and tracking data. Membership of the EMS Cooperative is voluntary, and members work together in order to provide an EMS service that is global, reliable and responsive to the customer needs. A list of current EMS Cooperative members is available on the EMS Cooperative website at www.ems.post/members-ems-cooperative.

3.2 *Current EMS communication channels*

The EMS Unit communicates with its members by letter and e-mail, and publishes newsletters and articles to engage the EMS members and promote the EMS network. The aim of the communication service is to broadcast information about EMS work and achievements, and to publish news articles about the EMS market and member success stories. There are also requirements for other communication materials in response to specific needs.

Furthermore, the EMS Cooperative's communication service also manages the content of the Cooperative's website (www.ems.post/en), ensuring that it continues to expand as our key communication and service tool.

4 Scope of work

The EMS Cooperative wishes to employ a communications consultant to work on all aspects of EMS communication channels. The responsibilities of the communications consultant include the development and implementation of internal and external communication plans, the provision of communications expertise and support, championing web communication, and upholding the EMS Cooperative's identity standards. These tasks are given as an indication and actual duties may vary. The communications consultant may also be hired for specific projects or to focus on particular EMS Cooperative priorities.

5 Period of performance

The period of performance of the services provided by the EMS communications consultant is four years, with effect from the successful award of the contract. Any modifications or extensions will be requested through the UPU, and the consultant will be contacted so that a review and discussions can be held.

6 Place of performance

The selected consultant will perform the majority of the work at its own premises. The consultant will be required to meet the UPU team once per week for a status update. This update may be conducted by e-mail, teleconference or at the UPU's premises, depending on the requirements of the communication projects under development.

7 Responsibilities of the EMS communications consultant

7.1 Communications consultancy and cooperation

- a Develop EMS communication deliverables for internal and external audiences, produce key messages, and approve news releases;
- b Provide guidance to the EMS Unit on communication best practices for projects and initiatives;
- c Uphold the reputation of the EMS Cooperative by providing leadership and setting communication standards for the EMS Unit;
- d Collaborate and cooperate with personnel at various levels, both within and external to the EMS Unit, including members of the EMS Cooperative and its Board, EMS customers and stakeholders, and the staff of the UPU International Bureau, to provide guidance and ensure communication synergies throughout this community.

7.2 Communications planning and implementation

- a Provide leadership in the management and implementation of strategic internal and external communications planning, so as to best meet project initiatives and EMS Unit objectives, in compliance with a given budget;
- b Provide leadership in the development, editing and approval of written material for projects and initiatives, including press releases, newsletters, reports, web content, publications, brochures, editorial articles, new stories and speeches;
- c Provide leadership and work with the EMS Unit in the development, drafting and design of publications, so as to ensure that all communications and messages are consistent;
- d Deploy broad knowledge of EMS, so as to interpret, simplify and convey complex technical materials for internal and external audiences.

7.3 Project management

- a Effectively manage multiple projects simultaneously, and provide project management support and expertise to the EMS Unit and stakeholders in relation to communications;

- b Collaborate with the EMS Unit with regard to events, providing and designing communication materials when required. This may include brochures, web content, and announcements for internal and external events.
- c Manage, plan and develop the internal and external publication processes, including the writing, publishing, approval, design and distribution of editorials.

7.4 *Web services*

- a Provide leadership and manage web content so as to ensure that the EMS website continues to expand as a key EMS Cooperative communication and service tool;
- b Support web development and content as a mechanism for effective communications;
- c Review, produce and edit web content on a regular basis;
- d Oversee website architecture and design;
- e Promote the website through communications strategies;
- f Recommend website enhancements;
- g Develop and uphold procedures and standards for the website.

7.5 *Other*

- a Collaborate with the EMS Unit to plan, prepare and provide strategies to enhance EMS members' engagement. This may include surveys, workshops, assemblies and symposia;
- b Draft, review, edit and approve EMS Unit publications, to ensure that they are aligned with EMS standards and initiative objectives;
- c Implement open and honest communication so as to manage, meet and anticipate public expectations and ensure a trust-based relationship between the EMS Cooperative and its members;
- d Perform other related duties that may be assigned.

8 Minimum requirements

- a Degree in communications, English or a related area of study, plus a minimum of five years' experience in writing and communications. An equivalent combination of education and experience will be considered. Experience in an international postal environment, preferably EMS, is considered an asset;
- b Fluency in English, with an excellent command of English grammar and punctuation rules;
- c Ability to work independently and use initiative to complete projects, prioritize duties and manage a workload efficiently. Ability to work in a multi-task, multi-deadline environment, with strong project management skills;
- d Skilled in the writing, editing, design and proofreading of communication materials. Superior writing skills essential;
- e Proven ability to communicate effectively to diverse audiences using a variety of communication methods;
- f Excellent attention to detail;
- g Strong working knowledge of Microsoft Office, web-based survey solutions, and database content management programmes;
- h Previous experience in web content management is considered an asset;
- i Working knowledge of graphic design principles and desktop publishing software. Experience of practical desktop publishing and Adobe Creative Suite programs, particularly InDesign, is essential;
- j Ability to maintain confidentiality when working on confidential material and subject matter.

9 Bid

9.1 Contents of the bid

Bids should include information under the following headings:

- Executive summary
- Qualifications
- Detailed description of the proposed consultancy work
- Costs and payment details

9.2 Special instructions

Bids must be submitted in English and include both technical and price components.

Bidders should note that the cost of preparing their bids is not reimbursable and should not be included as a cost related to the provision of the services.

All costs are to be set out in the bid, including any hardware or software packages required to carry out the work.

9.3 Services to be provided by the EMS communications consultant

Bids must take into account the fast-changing nature of communications. This means that the consultant must be in contact with the EMS Unit on a regular basis and be available to work approximately 20 hours per week.

Consultants' bids should include a feasibility analysis addressing the points listed in the requirements set out in this document. The UPU International Bureau will determine the final scope of the work to be performed at the bid evaluation stage. If any of the items within this statement of work can be advantageously combined, in terms of cost or work, consultants should indicate this in their bids.