

TERMS OF REFERENCE FOR SERVICE CONTRACTING

Assignment	Provision of service to strategically plan, develop and implement digital campaigns to communicate UNICEF work in Jordan and manage the moderation of social media platforms through Long term arrangements
Location	Amman, Jordan
Duration	24 months with possibility of extension for additional 12 + 12 months

1. JUSTIFICATION/BACKGROUND

Develop flagships campaigns based on strategic planning tools will contribute in achieving the global digital goals in the following areas; reach, engagement, enhance awareness and brand positioning In 2020, there was an increase interest in digital communication from all sections in UNICEF Jordan to communicate different programmes and reach wider audiences and engage with them The outbreak of COVID-19 has shifted communications to the digital world in a significant way. Therefore, UNICEF would like to enter into a long-term arrangement (LTA) with a qualified service provider in order to engage the service provider when the service is required.

2. PURPOSE

To develop and execute digital and social media campaigns to create awareness about UNICEF work in Jordan in different areas, COVID-19 related communications such as precautionary measures, Vaccines delivery through COVAX and mitigating the secondary impacts of the outbreak and related control measures on children most importantly the impact on children's education and impact on mental health Digitalize data, reports and programmes work to reach wider audiences and contribute in achieving the global digital KPIs Reach the highest number of Jordan online communities and engage with them through different media channels

3. TARGET AUDIENCES

- Youth online communities on different platforms 18-34 years
- Parents online communities and forums (25-50 years old)
- Media professionals, digital influencers and donors community online

4. SCOPE OF THE WORK**A. Strategic Planning, market research, social listening and insights**

- Conduct market online studies and surveys to get insights and indicators about the audiences
- Develop campaigns plans (as per UNICEF brief) based on strategic planning tools
- Conduct social listening and online insights studies and provide a report every quarter of the year

B. Digital Campaigns Management

- Develop campaigns plans (as per UNICEF brief) based on strategic planning tools
- Execute campaigns plans efficiently and effectively by producing all needed content, multimedia, messages, tactics and booking media
- Support the campaigns with creative tactics and tools; for example influencers engagement
- Monitor campaigns performance, apply A/B testing when needed
- Provide comprehensive campaigns performance reports with take-outs and conclusions

C. Social Media Platforms Management & Moderation

- Managing UNICEF social media platforms by managing responses/replies to people digital inquires in collaboration with UNICEF communication team
- This service to be available on daily from 8:00 AM to 22:00

D. Develop multimedia content through 3rd party entities when needed

- Hiring 3rd party production houses to develop digital and multimedia content whether it's an animation video or filming in a form of video using human elements.
- Hire 3rd party production developers to produce digital infographics and dashboards

E. Media Booking and Buying

- Set a paid media plan based on UNICEF goals and audience segmentation
- Booking and buying digital media and mass media when needed on the following channels (not limited to)
 - o Digital Media: YouTube Ads, Google Display Network, Google Lead Ads, Facebook and Instagram Ads, Twitter Ads and TikTok ads
 - o Outdoor billboards covering Amman and the Governates Different sizes and formats (Static and digital)
 - o TV spots

The development process of the programme requires a close collaboration with UNICEF team

All materials are expected to be acceptable by UNICEF, low-literacy friendly and culturally sensitive, and include the perspectives of target groups/audiences. All materials must be visually representative and inclusive of all genders, ages and ethnicity.

5. EXPECTED DELIVERABLES & PROPOSED TIMEFRAME

Scope of Work	Deliverable Timeframe to	Timeframe to deliver
Strategic Planning, market research, social listening and insights	<ul style="list-style-type: none"> • Online studies and surveys • Social listening reports • Audiences profiles and insights analysis reports 	2-4 weeks after receiving the brief
Digital Campaigns Management	<ul style="list-style-type: none"> • Strategically plan campaigns, providing 3 campaign concepts based on strategic studies and research 	10 working days after receiving the brief

	<ul style="list-style-type: none"> • Execute campaigns plans with efficient and effective tactics and tools 	
	<ul style="list-style-type: none"> • Monitor campaigns performance, apply AB testing when needed, and modify tactics if needed 	
	<ul style="list-style-type: none"> • Provide comprehensive campaign performance report with take-outs, conclusions and recommendations 	10 working days after the campaign end date
Social Media Platforms Management & Moderation	<ul style="list-style-type: none"> • Moderate Social media platforms by reply to comments and DMs (based on UNICEF Guidelines) • Provide weekly moderation reports that give indication about the audience's feelings towards UNICEF and the content provided • Provide monthly social media reports that show growth and engagement rates and the content performance 	<p>Manage SM moderation daily including weekends 8:00 – 22:00</p> <p>Weekly moderation reports</p> <p>Monthly Social Media Performance Reports</p>
Develop Multimedia Content	<ul style="list-style-type: none"> • Hiring 3rd party production houses to develop digital to develop animation videos or filming videos • Hire 3rd party production developers to produce digital infographics and dashboards 	Depending on the nature of the request Between (5-15 working day)
Media Booking and Buying	<ul style="list-style-type: none"> • Set a paid media plan based on UNICEF digital goals and audience segments • Book & buy the media 	5 days after receiving the brief (or present it as part of the overall campaign plan)

6. DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE OR EXPERIENCE

Company profile

A well-established highly qualified, experienced institution which has at least 5 years of proven experience in conducting similar work or assignment is required for this assignment.

The qualifications and experience required for the agency/vendor as follows:

- Strategic planning experience, planning and executing effective campaigns (preferably previous experience in developing and executing changing behavior campaigns, or worked with humanitarian and development organizations or NGOs)

- Professional experience in developing a wide array of online solutions (in terms of online strategy development, technologies such as AR/VR/Location-based marketing beacons, social media management and planning, asset development, campaign building, various media campaigns)
- Agency to be based in Jordan or the region (MENA and The Gulf) with native-speaking employees for creating local Arabic content and develop Jordan consumer behavior-specific strategies
- Media buying expertise and customized paid media planning approach
- A well-rounded sufficient team of experts to include strategic planning, client servicing, graphic designers, community managers, multimedia designers, copywriters, social care agents, advertising and support resources in Jordan to ensure resources availability and efficiency.

(Profiles and/or CVs of the team as well as references/links to two most recent projects should be provided with the technical proposal)

Team composition:

In addition to the profile of the institution, the team to deliver the service should have the following profile and qualification:

Strategic planner, Client servicing director and manager, creative and art director, illustration finalizers and digital designers

7. CONTRACT MANAGEMENT

The contractor (service provider) will regularly report to the digital communication officer, the communication Section at UNICEF Jordan Country office will be responsible for managing the contract. Overall supervision of the contract will fall on Rana Shammout, Digital Communication Officer.

8. PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS

Proposed timelines for completion of activities are met and deliverables submitted on time with acceptable quality and as per the standards described in the TORs as well as UNICEF global standards. Overall performance at the end of the contract will be evaluated against the following criteria: timeliness, responsibility, initiative, innovation, communication, and quality of the products delivered.

9. FREQUENCY OF PERFORMANCE REVIEWS

Meetings will be held with the team to get feedback on each deliverable. Evaluate the services provided and overall performance every 3 months

10. ESTIMATED DURATION OF THE LONG-TERM ARRANGEMENT, CONTRACTING AND, PAYMENT SCHEDULES

UNICEF will be signing a long-term arrangement with the successful bidder for the provision of the service. The duration of the LTA shall be for the first 24 months with possibility of extension for additional 12 months based on satisfactory performance, availability of fund and need.

Once the LTA is signed, a service contract will be issued when the need arises. A statement of work shall be provided to the LTA holder describing the specific requirements, duration of service as well as specific conditions on which the contract service to be formulated.

Proposed and estimated timeframe for deliverables is listed under each deliverable in the Section 5.

The bidder should abide by the deliverables timeline or propose another timeline with the technical proposal with regular delivery timeline and emergency requests delivery timeline

Payment terms

Payment is contingent on acceptance of work and approval by the communication officer and will be made 30 days upon completion of deliverable and after receipt of invoice. Payment will be affected by bank transfer in the currency of billing.

Payment schedule

Agency In-House Services

Deliverable	Scope of work	Invoicing Timeline
Digital Campaigns Planning	<ul style="list-style-type: none"> • Market research and studying audience insights • Set campaign objectives with UNICEF • Come up with campaign tools & tactics based on market research and audience insights • Execute campaign plan by developing messages, needed designs, multimedia content and booking digital ads spaces 	2-4 weeks after the service is delivered
Digital Accounts Management and moderation <ul style="list-style-type: none"> • Facebook • Instagram • Twitter • TikTok • YouTube Channel 	Managing these accounts in terms of: <ul style="list-style-type: none"> • Posting • Schedule Posts • Replying to comments and inquires • Flagging urgent and critical requests to UNICEF team on spot • Providing moderation and online communities insights reports 	Once a month

Agency sub-contracting Services (3rd party)

Deliverable	Scope of work & Timeframe of delivery	Invoicing Timeline
Digital Multimedia Content Development:	<ul style="list-style-type: none"> • Recording and editing videos through 3rd party videographers • Producing animated videos through 3rd party animators • Developing infographics dashboards through digital developers 	2-4 weeks after the service is delivered
Market studies or research through Research companies	<ul style="list-style-type: none"> • Online studies and surveys • Social listening reports 	2-4 weeks after the service is delivered

	• Audiences profiles and insights analysis reports	
Digital Media/Ads	Booking, Executing, Buying and Monitoring on the following channels: <ul style="list-style-type: none"> • FB and IG Ads • Twitter Ads • TikTok Ads • Google Ads • YouTube Ads Open to other suggested channels	2-4 weeks after the service is delivered
Traditional Media/Ads	Booking and Buying: <ul style="list-style-type: none"> • TV • Outdoor • Broadcast & Radio • Press 	2-4 weeks after the service is delivered

All interested institutions are requested to include in their submission detailed costs including:

- a) Monthly fees for managing the Social media moderation with the requested deliverables in the scope of work
- b) Media discounts
- c) Media fees
- d) 3 rd party services fees
- e) Comprehensive media plan for the campaign brief
- f) Any additional requirements needed to complete project or that might have an impact on cost or delivery of products.

11. PROPOSALS

A two-stage procedure shall be utilized in assessing the proposals, with assessment of the technical proposal being completed prior to any price proposal being compared. Applications shall therefore contain the following required documentation:

Technical Proposal:

Applicants shall prepare a proposal as an overall response to ToR ensuring that the purpose, objectives, scope, criteria and deliverables of the project are addressed. Proposals shall contain (but not limited to) the following required documentation:

- Detailed breakdown of how the process of managing the deliverables mentioned above will be fulfilled (workflow)
- Based on the proposed timetable outlined in the TOR, a proposal of the detailed methodology, tentative work plan and time schedule is required:
 1. Work plan of managing social media moderation for Facebook, Instagram, Twitter, YouTube and TikTok)
 2. Work plan of managing a campaign (after receiving a brief)

3. Full fledged Communication plan for the campaign brief (the brief is in separate document)
 4. Reporting workflow (Social media reports, campaign performance report)
- Examples of the firm's engagement in previous similar activities and current portfolio
 - Technical Proposal shall also include updated profiles/CV of the team including mentioning the dedicated team for UNICEF account
 - References/links to two most recent projects
 - Sample of content development (creative copywriting in Arabic and English)
 - Key previous achievements (campaigns performance)

Financial Proposal:

A financial proposal with a breakdown of all costs that are to be charged to UNICEF and based on deliverables should be submitted. The Financial Proposal shall be submitted in a separate file using the pricing schedule templated (See attached) , clearly named Financial Proposal. No financial information should be contained in the Technical Proposal.

In addition, the institution should consider the following in the submission:

- A. Company profile (Company structure, team composition, organogram...etc)
- B. A complete copy latest audited financial statements with comparative figures for the two most recent years; preferably signed by Company's accounting firm/certified external auditor.
- C. Copy of Company's certificate of legal registration

12. UNICEF RECOURSE IN CASE OF UNSATISFACTORY PERFORMANCE

UNICEF reserves the right to withhold payment and consolidated output until the contractor provide satisfactory quality output as reviewed by the project manager / supervisor. In case of unsatisfactory performance, the payment will be withheld until quality deliverables are submitted and subsequently, the contract will be terminated in accordance with the General terms and conditions stated in the tender document if the contractor fails to deliver.

13. REQUEST FOR PROPOSAL EVALUATION

Submitted proposals will be assessed using Cumulative Analysis Method. All request for proposal will be weighed according to the technical (70 points) and financial considerations (30 points). Financial proposals will be opened only for those application that attained 70% (49 out of 70) or above on the technical part. Below are the criteria and points for technical and financial proposals.

Section A: Technical proposal (Total of 70 points)

The Technical section of the proposal should be submitted both in English and Arabic languages. All other sections should be annexed. All sections (components) of the proposal will be evaluated and any omissions will weigh against the quote The technical proposals will be evaluated based on the following evaluation criteria

1) Overall Response **(10 points)**

- General adherence to Terms of Reference and tender requirements, including clear feedback on the TOR and any suggestions additions/deletions/revisions based on Contractor's experience in other similar assignments (5 points).
- Elaborate and articulate understanding of scope, objectives and overall assignment and requirement for this consultancy, demonstrated knowledge and experience in similar consultancies, and completeness and coherence of response (5 points).

2) Proposed methodology and approach **(30 points)**

- Capability to provide the services /deliverables addressed in the TOR (8 points).
- Proposed approach/methodology and management control system respond to the scope of the consultancy (4 points).
- Proposed Implementation Plan, i.e. how the bidder will undertake each task, and maintenance of project schedules demonstrates timelines will be met (7 points).
- Set clear and effective work procedure; including the team responsible for the account, key contact person (senior level), delivery timeline and planning methods (8 points).
- Critical factors and constraints from the Contractor's perspective, which may impact the success and timely completion of the assignment/project. (3 points).

3) Technical capacity (Company profile and Key Personnel) **(30 points)**

- Contractor (s) meets the defined qualifications such as years of proven and relevant experience. (5 points).
- Contractor (s) has previously conducted similar work with evidenced range and depth of experience with similar work. (10 points).
- Strategic planning capabilities and creative Arabic and English copywriting. (5 points)
- Two Samples of previous relevant work undertaken successfully by the contractor. (10 points)

Minimum technical score: 70% of 70 points = 49 points

Section B: Financial Offer (Max of 30 points)

A separate Financial Offer detailing all activity expenses and logistics should be submitted under this section. The financial offer (this section) should be submitted on a separate file. No financial information should be contained in the Technical Proposal.

14. EQUITY, GENDER, HUMAN RIGHTS, INCLUDING CHILD RIGHTS

The TOR indicates both duty bearers and rights holders (particularly women and other groups subject to discrimination) as primary users of the study and how they will be involved in the research process. It spells out the relevant instruments or policies on human rights, including equity issues, child rights and gender equality that will guide the research process.

The TOR includes an assessment of relevant human rights, including child rights and gender equality, aspects through the selection of the research criteria and questions.

The TOR specifies a research approach and data collection and analysis methods that are human rights based, including child rights based and gender sensitive, and for research data to be disaggregated by sex, ethnicity, age, disability, etc.

The ToR should clearly lay down the equity dimension of research through inclusion of issues like describing the nature and causes of inequity, assessing the impacts of development policies and programs on vulnerable [excluded] groups Identifying policy priorities for enhancing equity.

The TOR defines the level of expertise needed among the research team on gender equality and human rights, including child rights, equity and their responsibilities in this regard and calls for a gender balanced and culturally diverse team that makes use of national/regional research expertise.

15. CONDITIONS

The company will work on its equipment and use its own office resources and materials in the execution of this assignment. The contractor's fee shall be inclusive of all logistical and office administrative costs.