

Request for Proposals for: Digital Marketing and Communication Agency

1. Background information:

- **Contracting authority:**

The **Association for the Protection of Jabal Moussa (APJM)**, hereinafter referred to as APJM, a not-for-profit, non-governmental organization, founded in 2007 with the mission to conserve Jabal Moussa UNESCO Biosphere Reserve and achieve the sustainable socio-economic development of its surrounding villages.

Website: www.jabalmoussa.org Email: info@jabalmoussa.org Address: Jounieh, Lebanon

APJM is a partner participating in the implementation of the Project “Cultural Routes for Sustainable Social and economic Development in Mediterranean, CROSSDEV” Reference number A_A 1 3_0090, financed in the framework of the ENI CBC Mediterranean Sea Basin Programme 2014-2020, Grant Contract No. 35/1312 of 29/08/2019.

- **Subject of the call:**

APJM is seeking an independent qualified Digital Marketing and Communication Agency to develop a marketing strategy and implementation plan to support Jabal Moussa’s efforts to increase brand recognition and allow us to build a stronger service system and broaden the reach and impact of our social media platform.

- **Project background and financing:**

The project “Cultural Routes for Sustainable Social and economic Development in Mediterranean”, CROSSDEV, is financed by the European Union in the framework of the ENI CBC Mediterranean Sea Basin Programme 2014-2020.

Project Partners:

The Project is implemented by the following entities:

Lead beneficiary:

- CISP Comitato Internazionale per lo Sviluppo dei Popoli, Rome - Italy

Partners:

- Italy: Italian Ministry for Cultural Heritage, Cultural Activities and Tourism (MIBACT)
- Italy: Società Cooperativa Culture (CoopCulture)
- Jordan: The Royal Marine Conservation Society of Jordan (JREDS)
- Jordan: Jordan University of Science and Technology - JUST University
- Lebanon: The Association for the Protection of Jabal Moussa (APJM)
- Palestine: Masar Ibrahim Al Khalil (MIAK)

2. Terms of Reference:

The main responsibilities and duties of the Digital Marketing and Communication Agency are the following:

The Digital Marketing and Communication Agency is expected to work in close cooperation with APJM team to plan and execute the below tasks over the course of three months.

1. Development of a communication and social media strategy with detailed guidelines for its implementation
2. Development of an efficient media plan to promote Jabal Moussa and its programs to locally, regionally and internationally
3. Support in content creation and dissemination strategy of project outputs related to CROSSDEV project, to reach a large audience and drive engagement
4. Develop and implement a plan for higher visibility and search engine optimization, including ads on social media and Google, and reporting on them
5. Conduct an audit on APJM's communication channels, including social media audit accounts, website content, template emails to visitors, press releases... and provide clear guidelines for developing successful engagement strategies, including a monthly content calendar over 12 months

Language of the Contract, Reports and Communication:

The language of the contract and of all written communication, including reports, between the Agency and APJM, shall be English.

3. Requested profile:

- At least 3 years of experience in social media marketing
- Previous experience of working with not-for-profit organizations is a plus
- Flexible and able to work under pressure to deliver in a timely manner

4. Application instructions:

Interested Digital Marketers, Content Creators, and Social Media Specialists are recommended to send their cv's to info@jabalmoussa.org with the email "CROSSDEV Communication", including:

- Resume or portfolio, highlighting relevant experience
- Offer in USD with details of deliverables

Deadline to apply: 20 October 2020.