

Application Type	External Vacancy / Consultancy
Title	Marketing Strategy
Category	Marketing Company
Project	Nahno Volunteers
Application Deadline	
Type of Contract	Service Agreement

1. Project Background:

The National Youth Engagement and Volunteering Movement Platform, a project under the leadership of the Ministry of Social Affairs (MoSA), supported by UNICEF, and implemented by Anera and LiveLove, is an innovative tool that allows institutions to post volunteering opportunities for youth on the platform. Youth can then be matched to relevant engagement opportunities near them or online. The platform is designed to be flexible and adaptive to the needs, skills, and interests of the participating institutions and youth. The platform can be accessed online at "<https://www.nahno-volunteers.com>"

2. Purpose of the Consultancy:

Anera is seeking a Marketing/Communications firm to deliver a social media campaign for Anera's youth volunteers project "Nahno Volunteers". The consultant/agency will raise awareness about the project and create a strategy to get youth and organizations on board.

Objective: To create a social media campaign for Nahno Volunteers that consists of deciding on the social media strategy and specific messaging to highlight Nahno's mission to improve awareness and get more leads and that includes short videos production, social media posts creation, influencer marketing and the creation of social media accounts for Nahno (Instagram, Facebook and TikTok).

3. Target Audience:

The target audience of this project is:

- Youth, aged between 15-25 years old
- Non-governmental Organizations, Universities and other partners

4. Expected Outputs:

The expected outputs of the consultancy are as follows:

- Rebranding of Nahno Volunteers
- Deciding on the social media strategy and specific messaging to highlight Nahno's mission to improve awareness.
- Produce shorts videos/reels
- Create social media posts

- Influencer marketing: collaborate with well-known influencers to encourage the youth to volunteer
- Tentatively: create social media accounts for Nahno (Instagram, Facebook and TikTok)

5. Qualifications:

The consultant should possess the following qualifications and experience:

- Experience in communication and social media strategy and planning.
- Knowledge of creating a full-fledged social media campaign
- At least five years of experience in marketing specifically social media
- Ability to design and deliver interactive and engaging content
- Strong communication and interpersonal skills
- Fluency in Arabic and English

6. How to apply:

The offer should include the following:

- Commercial Registration, MOF registration certificate, VAT registration certificate
- Portfolio showcasing similar marketing plans executed
- Summary of relevant experience
- Detailed budget proposal which includes breakdown of costs as per the requested requirements

Offers should be sent to the following email: procurement@anera.org

Deadline for submission 28 May 2024.