

Scope of Work

Area of Expertise Required	Online Art Exhibition Marketing Implementation Strategy
Assignment	Consultancy
Assignment Type/Location	Borderless Community Center, Ouzai
Duration and Level of Effort (LOE)	10 working days
Maximum Budget	
Brief Description	Borderless NGO is seeking proposals from individuals or companies to implement its Online Art Exhibition marketing strategy. The aim is to implement the marketing strategy that is already set by Borderless NGO for an Online Art Exhibition that will be implemented virtually.

1. About the organization

Borderless is a non-governmental organization (NGO) with a mission to uplift marginalized communities, particularly in Lebanon. Our vision is to address structural barriers to overcoming hardships faced by disadvantaged and at-risk populations, including patterns of discrimination, lack of access to essential services, conflict, and social disorder. Our focus areas include supporting children, youth, and women through integrated programs aimed at education, livelihood, protection, advocacy, and capacity-building.

2. Assignment Overview

Implement Marketing Strategy for an Online Art Exhibition for Borderless NGO.

3. Tasks and Deliverables

- Review the Content Calendar and add recommendations if needed
- Implement the content Calendar, which includes:
 - Design 5 Graphic posts for the virtual exhibition.
 - Design 5 photos/carousel posts for the virtual exhibition.
 - Design 10 reels/stories

- Work on 2 email marketing design
- Take professional photos of the paintings that will be part of the exhibition

4. Timeline:

10 days throughout November.

5. Skills and Experience Required

- A degree in Marketing or graphic design or any relevant field
- Previous experience in implementing marketing and social media strategies (preferably in NGOs)
- Previous experience in photography and videography
- Previous experience in designing posts and editing videos
- Previous experience in content creation

6. Required Documents

Interested candidates should submit the following documents by the specified deadline:

- Curriculum vitae (CV)
- Samples of previous work showcasing the required skills
- Methodology and tools (E.g. The software that will be used for designing posts and editing photos and videos, number of team members who will be doing the work if any...)
- Detailed Financial offer in USD per deliverable

Please send the required documents to procurement@borderlessngo.org by December 16, 2024. Include "Online Art Exhibition Marketing Strategy Implementation" in the subject line and specify how you learned about this opportunity.