

## REQUEST FOR PROPOSAL FOR PROFESSIONAL SERVICES

<b>Date:</b>	11/21/2023
<b>Campus:</b>	Beirut
<b>Title:</b>	Social Media Manager
<b>Reference Number:</b>	97515

Dear Sir/Madam,

The Lebanese American University (LAU) invites you to participate in the tender for the provision of professional services as detailed in the attached document.

Kindly submit your bid as per the detailed instructions **no later than Friday, December, 1, 2023 at 4:00 PM**. Only bids submitted in conformity with the requirements of this tender will be considered.

LAU reserves the right to accept or reject all or any part of the quotation submitted.

For inquiries or regrets, please email [joe.sakr@lau.edu.lb](mailto:joe.sakr@lau.edu.lb). LAU reserves the right to amend or cancel this tender at any time.

Respectfully

## Section A – Description of Required Professional Services

Looking for a social media manager who will oversee the presence of the School of Architecture & Design and its various departments/programs on major social media platforms (Facebook, Instagram, Twitter, etc.) and would develop content (visual and textual) as needed for school events/activities. The candidate should have a minimum of 3 years' experience in social media. The candidate is expected to work around 10-12 hours/week on this task, including occasional presence on campus to document specific events and activities.

- Draft the social media strategy, that includes vision, goals and the plan for improving social media presence
- Create a monthly content calendar to cover all social media platforms, updated on a monthly basis.
- Live coordination with departments to set up a system for content collection
- Design templates following the brand's identity, to be used as posts, stories and highlights.
- Collect content on a weekly basis on campus (Video + Photo) and live footage depending on need
- Produce content that includes editing videos and photos for posting
- Post stories on all platforms (Facebook and Instagram) as per the content calendar
- Coordinate with the School's website manager to keep it up to date and in sync with the information/posts on Social media.
- Reply to messages and comments and forward as needed
- Launch digital campaigns occasionally (on important occasions).
- Monitor the development of the accounts, with Quarterly detailed reports.

LAU reserves the right to cancel this tender at any time.

Furthermore, LAU reserves the right to modify this tender at any time prior to the submission deadline.

## Section B – Proposal Submission Requirements

### B3. Eligibility of Bidders

Bidders to this request for proposals may be:

- Individuals;
- Single organization;
- Consortium of organizations;
- Group of individuals.

All bidders must ensure - that at the time of the submission of their proposal - they are not bankrupt, suspended, debarred, sanctioned, and/or subject to legal proceedings that may affect their course of business or their insolvency. Bidders with proven conflict of interest will be disqualified.

Individual bidders (if individual application is allowed) must clearly indicate their Ministry of Finance (MOF) (if available) Tax ID number and provide a copy of their registration at the MOF (if available), specify their full street address and phone number, and submit a copy of their ID.

Other required documents include the following:

- CV
- Portfolio of work (digital)
- Letter of interest

### B4. Required Qualifications

LAU is looking for qualified bidders who demonstrate the following experience:

- minimum of 3 years' experience in social media

## B5. Proposal Requirements, Submission & Language

The bidder is expected to present two proposals, each one in a separate sealed envelope bearing the bidder's name: (1) a technical one, in a sealed envelope marked "*Social Media Manager – Technical*", and (2) a distinct financial one, in a separate sealed envelope marked "*Social Media Manager – Prices*". The technical proposal must **not** contain any budgetary or financial information. The technical proposal must include all information confirming the eligibility of the bidder, including the Ministry of Finance Tax Number (if applicable), VAT Number (if applicable), registration number and date (if applicable), and any other documents listed under B3 as applicable. The financial proposal must be duly signed. The financial proposal must clearly and distinctly show the Fees expected /month as it relates to the specific tasks and deliverables under Section A, and clearly show any applicable taxes, VAT (if applicable), overheads, etc. The awarded bidder shall be responsible for paying his own income tax to the Ministry of Finance.

Only one offer will be accepted by a single bidder.

All proposals must be developed in English unless otherwise clearly specified under particular sections. The proposals must be sent as following, noting that proposals submitted by means other than as specified below will be rejected:

**In Hardcopy, in two sealed envelopes to be received by hand at LAU Beirut, Procurement Office University Services Building, Level 4, Room 4301 and no later than Friday, December, 1, 2023 at 4:00 PM.**

## B6. Technical Proposal Requirements

The technical proposal must include at least the following documents, properly paged, with a cover page placed on official letterhead (if the latter is available):

- Resume of Bidder (if individual bidder)
- Company profile (if company)
- Detailed technical proposal covering at least the following areas:
  - Background
  - Proposed Implementation Methodology
  - Monitoring and Evaluation
  - Timeline
  - Overview of Deliverables
  - Team Qualifications
  - Organizational Chart reflecting team working on the project
  - Overview of Relevant and Demonstrated Past Experience
  - Risks and Contingency Plans
  - Other requirements as specified here:

Bidders are expected to include any relevant experience that would help LAU understand better the bidder's expertise and capacities, including but not limited to:

- Sample work completed with at least three different clients;
- Three independent references including names, contacts (phone and email), position, organization name, and summary of work completed for each reference.

Other required documents with the technical proposal:

- Copy of the MOF registration (if available);
- Copy of the commercial registration (firms);
- Copy of the VAT registration (firms).

Submission instructions of the technical proposal:

- 1- The technical proposal must not include any financial information related to the costing of the assignment.
- 2- The technical proposal must be presented in a single binder in a sealed envelope bearing the bidder's name and clearly marked: "*Social Media Manager – Technical*".
- 3- The technical envelope must not include any financial information.

## **B7. Financial Proposal Requirements**

The financial proposal must include at least the following documents, properly paged, with a cover page placed on official letterhead (if the latter is available):

Detailed financial proposal with the Fees expected /month for the deliverables and tasks, and reflecting clearly and distinctly any applicable taxes (e.g. the VAT, if applicable) or additional charges.

Submission instructions of the financial proposal:

For hardcopy submissions in a separate sealed envelope,  
The financial proposal must be presented in a single binder in a sealed envelope bearing the bidder's name and clearly marked: "*Social Media Manager – Prices*".

## **B8. Costing**

All costs must be presented in United States Dollars (USD). All tasks and deliverables listed under section A must be accounted for. As reflected earlier, bidders who are subject to VAT should reflect clearly and separately the VAT in their financial proposal.

Payment will be made via bank transfer, either in Fresh USD funds or in Fresh LBP at the market's exchange rate that will be prevailing at the time of invoicing/payment, at LAU's discretion.

Errors in the budget are the sole responsibility of the bidder and may result in disqualifications. Alterations to the bid after its submission are not allowable. LAU reserves the right to request clarifications as needed.

The monthly Fees figure must be reasonable, realistic, allowable, and allocable to the work being undertaken and based on demonstrated monthly rates.

If the bidder intends to offer any discount or special price, such offers must be clearly made at the proposal stage within the financial proposal only.

LAU will not cover the cost of any pre-award costs related to the preparation of proposals under this bid and therefore any bidder presenting a financial offer requesting the coverage of pre-award costs will be rejected.

Technical elements that are not mentioned in the financial proposal will be considered as free of charge, thus bidders are expected to pay attention to the list of tasks and deliverables as per section A. LAU reserves the right to reject an incomplete offer. The financial offer must clearly reflect and detail each deliverable distinctly and separately.

## **B9. Evaluation Criteria**

Proposals will be evaluated as follows:

- 1- Administratively: for compliance and eligibility, and completeness of the overall offer, and reference checks as appropriate and applicable. Bidders who are not deemed eligible will not be given the chance to proceed to the technical and/or financial evaluation;
- 2- Technically: for merit, qualifications, years of experience, previous experience, as outlined and required in this tender document, along with the proposed timeline, approach, and considerations as outlined in the technical proposal;
- 3- Financially: for clarity, completeness, allowability, reasonableness, discounts or other arrangements, comparison to other eligible and qualified bidders, comparison to LAU's financial expectation.

LAU will make the final award based on:

Lowest Price among the technically-qualified bids.

### **B10. Questions and Clarifications**

For inquiries or regrets, you may reach out to the following: [joe.sakr@lau.edu.lb](mailto:joe.sakr@lau.edu.lb)

All questions must be received at least 3 days before the specified bid-submission deadline. Questions sent after the aforementioned date will not be addressed.

No bidder shall communicate directly with LAU staff concerning this tender. All communications must be in writing only, within the open period for questions, and to the specified email only. Other forms of communications may be grounds for dismissal of any submitted proposal.

Answers to appropriately received questions will be shared with all bidders if there is any additional and relevant information that helps in developing the proposals.

### **B11. Proposal Validity and Withdrawals**

Proposals must be valid for at least one year, this may be renewable for one or two additional years assuming no increase in the fees is incurred and upon the approval of both parties (client and service provider) and this validity should be reflected in the financial proposal.

Bidders may withdraw their bids at any time after submission by sending a written notice to the email address specified under section B10. Nonetheless, bidders may not change or edit their proposal after submission even if their proposal is submitted earlier than the deadline.

### **B12. Late Submissions**

Proposals submitted after the official deadline as set in this tender will not be considered and will be rejected.

### **B11. Award**

LAU may award one or multiple bidders. Only the shortlisted/selected bidder(s) will be contacted. LAU will make an award in writing only. LAU expects to make an award within the bid validity period. Additional documents may be required from the shortlisted bidder(s) prior to award to demonstrate proof of eligibility.

### **B12. Terms and Conditions**

All information submitted by bidders under this tender is considered confidential as per LAU's applicable policies and procedures and will not be released publicly.

Any interference by a bidder in the tender process at any stage whether to influence or alter a decision-making process will result in immediate disqualification of the bidder.

LAU performs business related to this tender in writing only and therefore, any communication related to this tender, received proposals, and resulting decisions are communicated – as applicable - solely in writing.