

**250113**

**Digital marketing and content production / Service Provider**

**Lebanon**

**CONTEXT**

The European Institute for Cooperation and Development (IECD) is a French non-governmental organization (NGO) founded in 1988 and operating in the field of social and economic development in partnership with local institutions. IECD's main sectors of action are vocational training and professional integration, assistance to micro and small enterprises, and access to education for the most vulnerable. IECD has been operating in Lebanon since 1989 and opened a regional office in Beirut in 2007.

Semeurs d'Avenir (SDA), an association created in 2010, is the operational partner of the IECD. As part of its partnership with IECD, SDA implements projects in the field of education, training, professional integration and digitalization.

The EDU TOP AID 012590/02/0 project is funded by Agenzia italiana per la cooperazione allo sviluppo (AICS) and Cooperazione per il mondo in via di sviluppo (COMI), aims to promote a professional and technical training system of quality, fair and inclusive, responding to the needs of the labor market, in favor of the most excluded.

As Semeurs d'Avenir (SDA), our specific result ensures that "The vocational training system improves access to the labor market for young people with technical and vocational skills".

Our activities include:

- 2.1 Strengthening and supporting the career guidance services of 15 GEOs (Guidance and Employment Offices).
- 2.2 Creation and strengthening of the national network of 15 GEOs, companies, and stakeholders.
- 2.3 Upgrade of a technology platform to facilitate job and training opportunities.

To achieve our objective and implement the mentioned activities, Semeurs d'Avenir (SDA) is contracting a digital marketing and content production responsible for marketing strategy, social media management and content creation. The service provider's responsibilities include the creation of a marketing strategy for "Mehnati" platform that includes several sub-platforms that serve for orientation, guidance, training and job matching. Moreover, the service provider is responsible of the social media management and content creation both English and Arabic languages on Mehnati social media platforms.

**1- Scope of work for the "social media management and content creation"**

The Service provider is expected to perform the following tasks:

**Task 1. Develop a market strategy containing the following details:**

- Market research.
- Market trends and variations.
- Target audience (demographics, interests, online behavior).
- Digital marketing strategy.
- Social media strategy.
- Social media assessment and evaluate existing platforms.
- Brand assessment.
- SEO, SEM, and google Ads, and targeted Ads.
- Email Marketing.
- Offline Marketing Strategy.
- Measurement & reporting.
- Define best practices (general methodology, agenda, number of posts, etc.).

- Key Performance Indicators (KPIs): define key metrics such as digital engagement (social media traffic, social media followers), overall brand visibility.
  - Expected deliverable: 1 Marketing strategy in editable version.

### **Task 2: Social Media management and creation (Per Month):**

- Social Media Strategy:
  - Content strategy and planning for social media channels.
  - Monthly content calendars for Social Media channels.
  - Community management and customer care (Interaction, quiz, poles etc).
  - Posting of content, as per approved content calendar on needed platforms (FB, Instagram, LinkedIn, etc...).
  - Reporting on the social media at the end of every month and includes analytic and KPIs.
- Content Development:
  - Creation of posts (**8 posts - static and 2D animated**) – including designing the post with modification in English and Arabic with captions and hashtags.
  - Creation of stories per month in English and Arabic.
- Professional photography and videography production:
  - Script writing for each pillar.
  - Filming monthly – full day of video shooting and generating **8 videos** per shoot.
  - Editing videos created.
- Coordinating and scheduling content creation and promotional activities
- Tracking and reporting on the client's performance and metrics.
- Communicating with SDA project team members and focal points regularly to discuss strategy, performance, and any issues that may arise.
  - Expected deliverable: 1 social media management strategy for 1 month including all the digital content creation aligned with all the above created tools; deliver monthly tracking report as requested by the project team. Deliver 8 posts and 8 videos; Deliver the scheduling for the content creation and promotional activities aligned with project planning.

### **Task 3 Communication & Collaboration:**

- Provide regular progress reports and address any concerns or questions with SDA team
- Collaboration with internal teams and work closely with SDA digital platform coordinator, to ensure alignment and success.
- External collaboration: Identify possible collaboration with influencers and similar pages and introduce SDA and influencers for aimed collaboration.
  - Expected deliverable: quick mapping of potential influencers and introduction of the selected influencers

### **Quality Assurance:**

- Semeurs d'Avenir (SDA) expects the selected service provider to uphold quality standards by using proper citations, and original content and abiding by ethical standards and professionalism.
- The service provider should regularly consult with the team to agree on approach, methodology, milestones etc.
- Ensure reaching KPIs defined as per the agreement (follower numbers, engagement, reach etc...).

### **2- Time Frame of the assignment**

The initial timeframe for these Terms of Reference (ToRs) is set for 6 months starting 1<sup>st</sup> March 2025 to 30<sup>th</sup> August 2025.

### **3- Profile**

The service provider(s) should have the following profile(s):

- 1- Proven experience in digital marketing, social media management and content creation.

- 2- Proven experience in creating high-quality, engaging content across various platforms.
- 3- Previous experience in running platforms dedicated to orientation, guidance, training and job matching. Working in the NGO sector is a plus.
- 4- Strong understanding of social media marketing best practices and trends.
- 5- Proficiency in SEO and SEM techniques.
- 6- Expert with videography, photography and video editing.
- 7- Ability to tailor digital content to meet the diverse needs and styles of target audience.
- 8- Effective communication to understand client requirements and modify according to client feedback.
- 9- Excellent writing, editing and proofreading skills.
- 10- Proficiency in English and Arabic.
- 11- Strong research skills and proficiency in market assessment in the field of orientation, awareness, guidance and Job matching.
- 12- Knowledge of local contexts and cultural awareness.
- 13- Excellent project management skills, including the ability to prioritize tasks, manage deadlines, and work collaboratively in a team environment.

Good communication must be maintained between the Semeurs d’Avenir (SDA) team and the service provider.

#### **4- Working Methodology**

The service provider is required to apply a participatory approach by consulting with the SDA EDU TOP project team members. The overall tasks should be coordinated in close collaboration with the project manager and website coordinator in the EmployAbility team. The service provider will conduct and continuously update and report all deliverables by email, set regular meetings with the team, and inform whenever emergencies or obstacles may occur. Preferred communication should remain by email.

#### **5- How to Apply**

Interested firms and service providers are invited to submit their proposal in English based on the TOR, the proposal should include:

##### **Technical Proposal:**

- Curriculum Vitae of the team (2 to 3 CV’s)
- Provide a portfolio of the organization/service provider (in the case of an institution) including experience with similar projects in the past.
- Sample of **Content creation (Photos, videos, graphics etc.)**
- Technical proposal that includes detailed information about the proposed approach, **methodology**, timeline, deliverables, and resources required for the project, stating the **availability** of the service provider.
- List of previous clients
- Reference Letters for at least 2 clients
- Annex A- Company's Information (Attached) **Mandatory as per donor regulation.**
- Annex B- Declaration of Honor (Attached) **Mandatory as per donor regulation.**
- Certificate of business registration, certificate of incorporation, business license (Commercial Circular & Commercial Register)
- ID of authorized Signatory
- Certified copy of tax registration (MOF and VAT document if available)

##### **Financial Proposal:**

- A detailed financial offer as per RFQ that includes all fees or expenditures in a table, the financial offer should include the payment methods and all the needed information for payments. The financial offer should clearly describe the disaggregation of the deliverables.

#### **1- Bid Submission**

The proposal should be submitted in hard copies to the below address:

**Admin Office, IECD**

Saint Georges Street, IECD Building, 1<sup>st</sup> floor

Hadath, Beirut

Lebanon

Tel: +961 (5) 950 255

**The deadline for the submission of bids is:**

**Date: 24 February 2025**

**Time: 10:00 AM Lebanon Time**

The proposal should be submitted in a sealed envelope with the company's stamp. The sealed envelope should include the below:

- One sealed administrative and technical proposal including all the documents requested.
- One sealed financial proposal including RFQ priced, signed, and stamped.

**2- Documents**

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To successfully complete the assignment, the project shall provide the service provider with all necessary data at the project level. The service provider will submit all documents in Word, excel, PPT etc. and pdf format (when necessary). The service provider will hand over material to the Semeurs d'Avenir (SDA) focal point as defined in this TOR (content, photos, videos, analysis, report, etc.)

**3- PAYMENT TERMS**

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Payment schedule to be defined at the contract stage based on mutual agreement between service provider and SDA.

Payment will be made within 15 working days after submitting the invoice.

In case the supplier is not registered with the Ministry of Finance, a deduction of 8.5 % should always be considered.

**The supplier is to select one of the below payment modalities and mention it in the RFP:**

- **Payment through bank transfer to Bank Audi account**, if the supplier has a Bank Audi account. This modality imposes zero transfer charges.
- **Payment through Bank transfer to bank other than Audi** if the supplier doesn't have Audi Account. The supplier must bear the charges fees.
- **Payment through OMT: Supplier** to bear the fees imposed by OMT. **The fee is 2.3% of the total amount of the invoice.**

**4- EVALUATION CRITERIA**

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A technical evaluation will be conducted to all the bidders based on the above technical proposals submitted.

The weighted evaluation will be done as below:

- The Technical proposal grade: 70% of the total evaluation grade
- The Financial Proposal: 30% of the total evaluation grade

The technical evaluation grading will be based on the below:

Qualifications	Scale
CV – Portfolio	15%
Technical proposal: Methodology, Approach, timeline	40%
Professional Experience and previous work	30%
Availability	15%