

JAMAICA INFORMATION SERVICE

Terms of Reference

JIS 2021 SM-PS 21-23 Social Media Partner Services

58a Half Way Tree Road

Kingston 10

**SOCIAL MEDIA PARTNER SERVICES**

**TO SUPPORT THE PROVISION OF SOCIAL MEDIA SERVICES BY**

**THE JAMAICA INFORMATION SERVICE**

**TERMS OF REFERENCE**

* + - 1. **BACKGROUND**

The JIS provides strategic communication advice and related services to a wide cross-section of clients from public and private sector. Through its Social Media Department, the agency conceptualizes and executes social media communication activities on behalf of clients.

The JIS seeks to secure the services of specialist organisations, as a partner, to develop and deploy digital communication content to support communication campaigns on behalf of our clients.

The JIS invites competent entities to submit proposals for the provision of services via a framework agreement.

* + - 1. **OBJECTIVE(S) OF THE ASSIGNMENT**
* Design and Create Motion Graphics
* Account Management
* Content Creation for platforms
* Media Advertisement placement.
  + - 1. **SCOPE OF CONSULTING SERVICES, TASKS (COMPONENTS) AND DELIVERABLES**

The period of engagement will be determined based on requirements at the point of establishment of Call Down Contract, and may include all or some of the following list of services:

1. Social Media Management
2. Graphic Design
3. Copywriting.
4. Videography
5. Ad Production
6. Content Creation
7. Advertisement placement
8. Design and Animation of motion graphic videos
   1. Concept Creative treatment
   2. Create/Set Up
   3. Animate/Effects
   4. Polish and Render Graphics
   5. Stock Asset Purchase
   6. 2 Comprehensive Revision for each video within the contract period.
9. Creation of content / digital posts for social media channels
   1. Community management
   2. Ensure one consistent brand aesthetics
   3. Monthly posts
   4. Researching, writing and preparation of monthly content calendar
10. Advertisement placement on social media channels
11. Reporting Requirements
    1. Social Media Report including analytics monitoring. Preparation of a monthly report, providing information the following:
       1. Audience Analytics (ideal audience profiles; current digital audience characteristics, interests, behaviours; potential new audiences; audience changes due to environmental impactors)
       2. Performance Analytics (overview of interactions and engagement changes; reach, click- through rates; follower growth)
       3. Competitive Analytics (side by side comparisons to competitors’ social media performance and gauge against industry/ sector performance)
       4. Paid SM Analytics (number of ads; total spend; clicks; click-through rate; cost per click; cost per engagement; cost per action; campaign ROI)
       5. Community Management Analytics (upturn/downturn in audience brand sentiments; feedback on pages)
       6. Monthly goal evaluation

Every month, the objectives and goals of the campaign will be revisited, to ensure all marketing and promotional efforts still align and are on track to fulfil expected results. Adjustments will be made, as necessary

* 1. 1 Closing report
     1. Final Report on Consultancy which should show the strategy used, activities undertaken, successes, challenges, results (planned and unplanned), lessons learnt, issues identified and recommendations on how to address those issues. Final report is required within 4 weeks from the end of the contract.
        1. **PROCURING ENTITY’S INPUT AND COUNTERPART PERSONNEL**

1. The JIS will provide the Consultant with access to key staff and security clearance at locations to perform respective canvassing as agreed.
2. The JIS will facilitate access to information as needed to enable the execution of the assignment as outlined in these Terms of Reference.
   * + 1. **PROPOSAL REQUIREMENTS DETAILS**
3. The consultant is required to develop a proposal to include the description of the approaches to be utilized to include but not limited to:

* Cover Letter
* Bidder Qualifications and References
* Proof of Tax Compliance Certificate (TCC) and
* Proof of current Registration Public Procurement Commission (NCC).
* Registration and certification with appropriate professional body
* Technical Approach and Methodology
* Curriculum Vitae of all key staff
* Copies of professional qualification
* Financial proposal (schedule of rates to execute components/activities listed at TOR 3.

1. Only One Proposal

Consultants may only submit one proposal. If a Consultant submits or participates in more than one proposal, such proposals shall be disqualified. However, this does not limit the participation of the same Sub-Consultant, including individual experts, to more than one proposal.

1. Technical Proposals
2. Cover Letter

A cover letter shall be provided which explains the bidder interest in the contract. The letter shall contain the name, address, and phone number of the person who will serve as the point of contact for the bidder, and who will be authorized to make presentation on behalf of the bidder.

1. Bidder Qualifications and References

Please submit bidder background/profile, a list of references, description of specific similar contract/activities. Proof of Tax Compliance. Proof of Registration with the Public Procurement Commission. Bidder should provide evidence of social media work through links to respective sites.

1. Technical Approach and Methodology

Techniques, tools, and processes to be used to develop, create, produce/implement the various activities in the Scope of Services at 3.

1. Relevant Experience of The Team

Qualifications And Competence of Key Staff

The ideal team profile has:

Team Leads have minimum, five (5) years’ experience in fields relevant to the TOR.

Have executed/participated at least three (3) contracts with activities of a similar nature within the last 5 years.

Key staff refers to the bidder’s staff that has key/management responsibilities needed for the assignment. Key staff is evaluated based on the qualification and experience shown in their Curriculum Vitae (CV).

The qualifications of team leads and key staff as listed below are indicative requirements:

Masters’ Degree in Communication and/or Marketing or any other relevant field

Academic qualifications and experience in internet marketing/social media and other fields relevant to the TOR.

Proven experience in development and implementing social media strategies.

Project management skills

Excellent writing and communication skills

Experience working with teams

1. Financial Proposal

The proposal should provide the schedule of rates (unit cost) of the services requested at 3.0 to include any incidental services.

* + - 1. **SUBMISSION OF PROPOSAL**

1. : **Based on current Covid 19 Protocols, Submission shall be via email only to the following address**:

[jisprocurement@jis.gov.jm](mailto:jisprocurement@jis.gov.jm)

no later than**: 10:30 a.m. on November 19, 2021.**

* + - 1. **VALIDITY OF PROPOSAL**

Proposals must remain valid for **sixty (60) days**. During this period, Consultants shall maintain the availability of Professional staff nominated in the Proposal. The Procuring Entity will make its best effort to complete negotiations within this period

* + - 1. **EVALUATION CRITERIA**

Proposals will be evaluated and scored subject to the criteria listed in Table 1:

**Table** **1: Criteria and Relative Weighting**

|  |  |
| --- | --- |
| **Evaluation Criteria** | **Points** |
| Corporate Information  Bidder Experience and Qualifications relevant to the Assignment  **Total** | 5  20  **25** |
| Methodology  Technical Approach and Methodology  Organization and Staffing  **Total** | 25  15  **40** |
| Qualifications and Competence of Key Staff  Team Leader  Key Staff  **Total** | 20  15  **35** |
| **Total** | **100** |

The minimum points required to pass is***: 75 points***

The proposals shall be ranked based on points. Firms submitting proposals that have attained the minimum score or above will be included in the framework agreement.