

REQUEST FOR PROPOSAL (RFP)
“Social Media Communication & Campaign”
For
Democracy Reporting International,
Country Office,
Islamabad, Pakistan

Date: 05 September 2019

Subject: Request for Proposal (RFP) – Social Media Communication & Campaign

Dear Sir / Madam,

Democracy Reporting International (DRI) is a nonpartisan, independent, not-for-profit international organization registered in Berlin, Germany, which promotes political participation of citizens, accountability of state bodies and the development of democratic institutions worldwide. DRI's Berlin, Germany contact details are: Prinzessinnenstraße 30, 10969 Berlin, Germany, phone +49 (030) 27877300.

DRI Country Office Islamabad is located at 1st Floor, Ufone Tower, Jinnah Avenue, Blue Area, Islamabad, Pakistan. Tel: +92-51-2310575-76.

DRI is pleased to invite bids from Company / Firm / Team of Independent Social Media Experts to take part in the competitive bidding process according to enclosed Terms of Reference (TOR).

Please submit your proposal with cover letter and send complete technical and financial proposal document via courier or deliver in person at the given address. The deadline for submission of proposal is **Friday, 13 September by 1500 Hrs. Submitted RFP will be reviewed on a rolling basis by DRI-PK Procurement Committee and early submissions are encouraged.**

For any further information and clarification, please contact undersign,

Thank you and best regards.

Sincerely,

Touseef Ahmad Jan
Logistic & Procurement Associate
Democracy Reporting International
1st Floor, Ufone Tower, Jinnah Avenue,
Blue Area, Islamabad, Pakistan
Tel: +92-51-8357972, 2310575, 2310576
Email: t.jan@democracy-reporting.org

1. Assignment Background

DRI is working on strategizing its social media presence around its three thematic areas of work including human rights, local governance and democratic discourse (shrinking space for the civil society). This will be done by developing specific social media campaigns and online knowledge products surrounding these topics to show how the issues gravitate over a period of time. The selected social media company/firm will provide strategic advice and support in the successful execution of online awareness-raising and advocacy campaigns. The company/firm will also be asked to produce online social media products to provide visibility to DRI's activities in the field and strategize its presence online.

2. Description of the services required:

The selected bidder will provide professional services as per detailed Terms of Reference (TOR) attached as Annex-I.

3. Contents of this RFP Document:

The document consists of the following annexes and should be read in conjunction with any Addendum that may be issued by the DRI.

Annex I:	Terms of Reference
Annex II:	Proposer Information Form
Annex III:	Technical and Financial Evaluation Form

4. Amendment in Document:

At any time, prior to the deadline for submission of RFP document, DRI may amend the document by issuing addenda. Any addendum issued shall be part of the RFP document and shall be communicated to the participating firms in writing by DRI. To give prospective applicants reasonable time and not less than one week to take an addendum into account in preparing their RFP document, DRI may, at its discretion, extend the deadline for the submission of proposal.

5. Disclaimer:

The submission for this RFP document does not entail any commitment on the part of DRI, either financial or otherwise. DRI may cancel the process, any time, without assigning any reason.

6. Submission of Proposal:

Completed RFP document with original signed cover letter should be submitted via courier/ hand delivered, in a sealed envelope clearly marked with "RFP –Social Media Communication & Campaign" to the following address:

Touseef Ahmad Jan
Logistic & Procurement Associate
Democracy Reporting International
1st Floor, Ufone Tower, Jinnah Avenue,
Blue Area, Islamabad, Pakistan
Tel: +92-51-2310575, 2310576
Email: t.jan@democracy-reporting.org

7. Deadline for submission of RFP document:

Deadline for submission of RFP document is **Thursday, 12 September 2019 by 1500 Hrs. Submitted RFP will be reviewed on a rolling basis by DRI-PK Procurement Committee and early submissions are**

encouraged. RFP received after the deadline shall not be considered. Documents sent by e-mail or facsimile shall not be accepted.

8. Proposal Evaluation and Award criteria:

Proposals will be evaluated according to Annex-III - Technical & Financial Evaluation Form and contract will be awarded on best value for money basis.

9. Operational language

All written communications for this proposal must be in English.

10. Confidentiality:

Information and procedure relating to evaluation of RFP is confidential.

11. Notification of Award:

The successful bidder will be informed in writing that its proposal has been accepted.

Annex-I

**“Social Media Communication & Campaign”
(Local Assignment)**

About Democracy Reporting International

Democracy Reporting International (DRI) is a non-partisan, independent, not-for-profit organisation registered in Berlin. DRI promotes political participation of citizens, accountability of state bodies and the development of democratic institutions world-wide. DRI helps support local ways of promoting the universal right of citizens to participate in the political life of their country, as enshrined in the Universal Declaration of Human Rights (UDHR) and the International Covenant on Civil and Political Rights (ICCPR).

Assignment Background

DRI is working on strategizing its social media presence around its three thematic areas of work including human rights, local governance and democratic discourse (shrinking space for the civil society). This will be done by developing specific social media campaigns and online knowledge products surrounding these topics to show how the issues gravitate over a period of time. The selected social media company/firm will provide strategic advice and support in the successful execution of online awareness-raising and advocacy campaigns. The company/firm will also be asked to produce online social media products to provide visibility to DRI's activities in the field and strategize its presence online.

Duties and responsibilities

- **Designing and implementing two social media campaigns** on our social media networks (one on shrinking space for civil society from October 2019–February 2020 and the other on local governance from October 2019–February 2020);
- **Coverage of two national level conferences** including pre, during, and post- event social media coverage, photography, media wall interviews, event blog post and additional relevant tasks (in November 2019);
- Developing additional **online knowledge products** like infographic posters or **communications products** like one-page flyers etc. for our social networks' (approximately 20-40, subjected to change depending on the needs of the organization);
- **Conducting interviews of key guests at events** and uploading their interview snippets on our social media networks (5-10 events, subjected to change depending on the needs of the organization);
- **Social network page management including boosting and publicizing of materials** to reach specific activity targets;
- **Service of designing and printing (optional) of communications materials** such as banners, standees, media wall, one-pagers etc.

**Our social media networks include Facebook and Twitter but can be expanded upon*

Qualification and Experience:

- At least 6 -10 years of experience of developing and implementing social media campaigns for non-profit organizations;
- Proven technical and/or academic qualifications in communications and social media management with a specialization in at least one of the services relevant to this assignment;
- Proven technical skills of graphic designing/ illustration, videography, social media content/online outreach materials development;
- Good knowledge and understanding of the political landscape of Pakistan and sensitivities surrounding development topics in the country;
- Demonstrated experience creating visibility products for international and local development agencies and ability to adhere to strict donor visibility guidelines;
- Ability to produce content in English and in Urdu, upon request.

Annex II – Proposer Information Form
(Note: Please complete this section in full)

About the Communication Company/ Firm / Team of Individual Experts:

(In case Team of Individual Experts, please fill only relevant fields).

Firm's Registered Name:	
Trading Name:	
National Tax Number (NTN) (attach certificate):	
Sales Tax Registration Number (STN) (attach certificate):	
Company Address with telephone / email:	
Proposer's Authorized Representative: (Name/Designation/ Address/ Tel/Cell, Fax/ Email)	
Total years of experience in relevant sector (Design of Social Media Campaigns):	
Official Banking Details:	

Quoted price must be in PKR with lump sum amount inclusive of with-holding tax / sales tax cost. DRI will deduct with-holding tax at source according to Pakistan Law.

Annex –III

Technical & Financial Evaluation Form

“Please provide documentations for Technical Qualification”

(In case Team of Individual Experts, please fill only relevant fields).

S#	Description of Technical/ Financial Evaluation	Maximum Marks	Marks Obtained
TECHNICAL EVALUATION PART (65 Marks):			
1.	Organizational Profile / Submission of Details about Company’s Professional / Staff / Individual Expert Profile	10	
2.	Total years of experience in the relevant field	10	
3.	Submission of sample work relevant to the assignment(s)	10	
4.	Provide a brief narrative on approach and methodology for development of the social media campaigns (Refer to Annex-I, Terms of Reference, Duties and Responsibilities).	30	
5.	National Tax Number as active taxpayer <i>(Attach Certificate)</i>	2.5	
6.	Sales Tax Registration Number <i>(Attach Certificate)</i>	2.5	
FINANCIAL EVALUATION PART (35 Marks):			
7.	<p>Lowest Financial Proposal/ Proposal Under Review x 35 =</p> <ul style="list-style-type: none"> The lowest will get full 35 marks and the rest will get proportionate marks as per their financial offer in relation to the lowest bid submitted; For Example: Bidder A, B, C has quoted PKR 25,000 / PKR 30,000 / PKR 35,000 respectively. So, calculation would be: For A: $25,000/25,000 \times 35 = 35.00$ Marks For B: $25,000/30,000 \times 35 = 29.16$ Marks For C: $25,000/35,000 \times 35 = 25.00$ Marks <p><i>Quoted price must be in PKR with lump sum amount inclusive of with-holding tax / sales tax cost. DRI will deduct with-holding tax at source according to Pakistan Law.</i></p>	35	
<i>Total Marks:</i>		100	

End.