

Social Media Strategy and Best Practices Intergovernmental Authority on Development (IGAD)

BACKGROUND

The Intergovernmental Authority on Development (IGAD) principally focuses on addressing shared challenges in its members states around three broad areas of: Agriculture and Natural Resources Management; Peace and Security; and Economic Integration and Social Development. These areas are elaborated in an overarching regional strategy as well as complementary policy/programme frameworks and instruments.

The Intergovernmental Authority on Development is in the process of strengthening institutional development and capacity building of its Communication.

IGAD seeks the expertise of a consultant (individual, team or firm) to develop and guide a social media strategy and best practices so as to streamline and standardise the various IGAD social media platforms, strengthen IGAD online community, mobilise members' engagement, increase collaboration, usage and sharing of resources.

THE OBJECTIVE OF THE ASSIGNMENT

The aim of producing the Social Media Strategy and Best Practice is to improve and standardize social media practice and capacity across IGAD Secretariat, its Specialized Institutions and Programmes.

REQUIRED COMPETENCIES, EXPERIENCE AND SKILLS

- A Bachelor's Degree in Communication, Journalism or related.
- At least 5 years of proven experience in applying social media strategies.
- Thorough knowledge of the working mechanisms of social networking sites (Facebook, LinkedIn, Twitter, YouTube, Google+)
- Background in online marketing, communication and/or IT and strategy development and implementation
- Experience in consulting for similar regional organizations
- Demonstrate evidence of social media work through links to the respective sites.
- Strong analytical ability and creative thinking
- Proficiency in English

HOW TO APPLY

The Intergovernmental Authority on Development (IGAD) now invites eligible and qualified consultants/firms to submit their proposals as per the TORs attached.

1. Bidding will be conducted through the Selection, Evaluation and Award Criteria of IGAD Procurement Manual January 2017 edition.
2. For submission of accurate proposal, a complete and detailed Terms of Reference (TOR) in English language is attached to this Request for Proposal (RFP).
3. Individuals, consortium of individuals with a team leader or firms may apply fulfilling the requirements in the Terms of Reference.

A cover letter expressing interest must be submitted together with

1. A technical Proposal
2. Financial Proposal
3. Letters of Reference for previous clients
4. The email must clearly state the assignment applied for and marked.
5. The Technical and Financial proposals shall be sent to IGAD Secretariat Procurement Unit to address given below.
6. Late proposal will be rejected.
7. Women applicants are encouraged.

The deadline for submitting the Proposals will be at or before **14hrs00 EAT on Monday 24th August 2020**. The address for submitting of the proposals is:

***Procurement Unit
Administration and Finance, IGAD Secretariat
Avenue Georges Clemenceau
P.O. Box 2653
Djibouti, Rep. of Djibouti
E-mail: procurement@igad.int***