



PEACE, PROSPERITY AND
REGIONAL INTEGRATION

TERMS OF REFERENCE

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.

OVERALL OBJECTIVE

The overall objective this assignment is to develop a social media strategy based on best practices.

SPECIFIC OBJECTIVES

The objectives of the media strategy and best practice will be to:

- a) Align the social media strategy with the existing IGAD Communication Strategy and branding guidelines.
- b) Cater to IGAD Specialised Institutions, Programmes and Projects with online presence through social media.
- c) Consider effective streamlining of IGAD online presence through standardised social media best practices.

EXPECTED RESULTS OF THE CONSULTANCY

The consultant will produce:

- i. An inception report, within 15 days of starting the assignment (including the work plan);
- ii. An intermediary draft strategy, following consultations with the relevant stakeholders
- iii. A detailed and comprehensive final written social media strategy and best practice in English

TASKS AND SCOPE OF WORK

The assignment will seek to guide and develop 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 scope of the assignment will include the following:

- Conduct a desk review and analysis of relevant documents
- Assess IGAD online presence, compile all social media platforms and accounts in use by IGAD Secretariat and its specialised institutions, programmes and projects;
- Consult with key IGAD stakeholders to identify areas of streamlining and standardising the use of social media across IGAD (IGAD Secretariat, Specialised Institutions and Programmes).
- Develop a social media strategy with best practices and an action plan to guide its implementation that will promote synchronised collaboration and exchanges while ensuring active mobilisation of the members' engagement; strengthening the online community as well as increasing IGAD overall visibility, membership and traffic across the various IGAD social media platforms.
- Participate in a two-day validation workshop to take stock of comments and observations for improvement of the first draft strategy
- Guide implementation of priority areas of the strategy relating to increased user engagement and memberships among others;
- Define and monitor targets and benchmarks to measure the success of the social media.

QUALIFICATION AND EXPERIENCE

- 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

REPORTING

The Consultant will work under the overall guidance of Director Finance and Administration with the day to day supervision by the Communication Officer.

DURATION OF THE CONSULTANCY

The time envisaged for the consultancy is 30 working-days, implemented during a period of 3 months between September 1st and November 30th, 2020.

MODE OF PAYMENT

- The firm/consultant will be responsible for remitting its own taxes.
- The firm/consultant will be responsible for medical and life insurance cover for the duration of the assignment.
- IGAD will cover travel expenses related to the assignment.
- Payment of professional fees will be made upon delivery and formal approval of products.
- The first down payment of 30% will be made after receipt and approval of the final inception report. The second down payment of 30% will be made after submission of the draft Strategy document. The balance of 40% will be paid upon successful completion of the contract agreement and submission of the final Strategy document to IGAD satisfaction.

HOW TO APPLY

Interested Consultants should submit a technical and financial proposal including:

- Interpretation of the Terms of Reference
- Detailed approach/ methodology
- Stakeholder engagement strategy in view of COVID-19 containment measures
- Evidence of registration/legal status
- Profile of the project coordinator to work on all aspects of the programme for the duration of the programme
- Profiles of other key personnel if any to be engaged in the assignment and their specific roles
- Links to samples of previous works of a similar nature and selected client list
- Detailed work plan and budget

All submissions with the subject "Social Media Strategy and Best Practice" should be made to procurement@igad.int **by Monday 24th August 2020 14hr00 EAT** and sent to the address below in person, or by mail or by email.

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

Women applicants are encouraged.