

Call for Expression of Interest (EOI) for a Consultancy Service on design and implement a 3-day training course on effective social media communication and digital marketing, to be delivered in Baghdad in Arabic language for organisations from Federal Iraq.

Project No. 17.2029.1-007.00

PROJECT NAME: PSD

The Private Sector Development & Employment Promotion (PSD) Project in Iraq is a multi-donor action commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ), co-funded by the European Union (EU) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The PSD Project supports governmental efforts of creating conditions for a growth-oriented business and investment climate in central and south Iraq as well as Kurdistan Region of Iraq. It provides advisory services for economic reforms to government partners and supports fact-based policy making through promoting the inclusion of private sector representations, academic institutions, and civil society organisations into policy-making processes.

In addition, the PSD Project supports the creation of employment prospects in the private sector for young Iraqis, especially women and returnees, following an integrated approach that combines labour market-driven skills development and job placement measures as well as entrepreneurship development, and advisory services for MSMEs (micro small and medium enterprises).

Overall, this multi-donor action puts emphasis on developing long-term abilities of its partners including ministries, civil society organisations, and business associations. Special attention is given to sectors with a strong potential for growth, with a regional focus on Baghdad, Basra, Diwaniyah, Diyala, Erbil and Mosul.

Objective:

The project is requesting for services from individual consultant to express their interest to design and implement a 3-day training course on effective social media communication and digital marketing, to be delivered in Baghdad in Arabic language for organisations from Federal Iraq.

The measures of the consultancy services are outlined below with a short description:

In order to improve the business environment, the PSD project facilitates the participation of stakeholders from private sector and civil society in the economic reform process in Federal Iraq and the Kurdish Region of Iraq (KRI). To this end, the project supports its partners from government, private sector, and civil society in leveraging public-private dialogue formats. The project also provides relevant advisory and capacity building to the respective partners.

The project aims to support Iraqi civil society organisations (CSOs) to effectively communicate their demands for economic reforms, to engage in relevant policy dialogue, and to make impactful contributions to the policy-making process on economic reforms. Aside from organising relevant dialogue formats, the project will also support CSOs through a dedicated capacity building

programme for selected civil society organisations in both Federal Iraq and the KRI. The selection of initial training topics is based on a needs assessment by the project with support from an external consultant. One of the major capacity gaps and training demands that was identified is with regards to social media communication and digital marketing to effectively promote the positions, activities, and campaigns of the organisations. The capacity building programme thus includes a training course on effective and strategic social media communication and digital marketing.

GIZ intends to hire a contractor to design and implement a 3-day training course on effective social media communication and digital marketing, to be delivered in Baghdad in Arabic language for organisations from Federal Iraq.

a. GIZ shall hire the contractor for the anticipated contract term from **01.01.2023** to **31.03.2023**.

b. The contractor shall provide the following services:

1. Designing the training course and preparing training materials

- The contractor shall design a concept and curriculum and prepare necessary training materials for 3-days training course on effective social media communication and digital marketing. Participants will be staff from Civil Society Organisations responsible for / working on social media communication, visibility, digital marketing and strategic communication for their organisations.
- The training curriculum should emphasize interactive and engaging methodological aspects of training delivery and ensure that contents are practical and applicable for the actual work of the participants. To ensure the quality and engaging nature of the training, the number of participants shall be around 15 persons.
- Training contents should cover strategic concepts and practical tools for effective social media communication and digital marketing for the purpose of communicating positions and demands, including e.g., on communication platforms and channels, content creation and marketing, target-group specific messaging and branding, how to plan and implement effective social media campaigns, promotion, how to develop a social media strategy to effectively communicate positions and campaigns, how to embed social media communication in a wider advocacy approach, using toolkits and techniques for digital marketing. Delivering the training course in Baghdad shall consider the following:
 - The contractor shall provide the workshop materials as required by the training concept to GIZ in proper time before the training date and discuss and modify the materials based on the GIZ request.
 - Nomination and selection of participants will be carried out by the project in close coordination with the contractor.
 - The specific training dates will be decided in coordination with the project (check below for a general timeline).

In addition, the following is expected of the contractor throughout the implementation process:

- Participation in kick-off meeting with the project for clarification of objectives and expectations and to set timeline of implementation before the start of the assignment;
- Participation in technical coordination calls with the project throughout the assignment;
- Timely submission of draft materials to allow feedback from the project;
- Handover of deliverables at the end of the assignment.

Deliverables:

1. Training concept and curriculum/agenda (in word format, limited to 5 pages, one in Arabic language, and one in English language)
2. Training materials shall include a detailed presentation cover three days of training, handouts, examples from the real world, and group discussion exercises. (in word and/or ppt formats, in Arabic language);
3. Narrative workshop report in word format, in English language, (5-10 pages)

Certain milestones, as laid out in the table below, are planned to be achieved by certain dates during the contract term:

Milestone	Planned timeline
Kick-off Meeting with PSD project	Within 1 week after signing the contract
Set a timetable, milestones for the implementation of the contract	Within 1 weeks after signing the contract
Designing the training course and prepare training materials	Within 2-4 weeks after signing the contract
Delivering the training course in Baghdad	Within 4-8 weeks after signing the contract

Planned period of assignment: From 1 January 2023 to 31 March 2023.

The requirements for companies and consultancy firms to participate in this EOI:

The contractor is required to show how the objectives defined above are to be achieved, by providing an updated CV of the proposed trainer (see section 1 below) and a short implementation plan, including a draft curriculum (see section 2 below).

The CV of the contractor must clearly show the educational background, what positions the proposed person held, which tasks they performed, which trainings they have delivered, and the period for each task performed.

1. Qualifications of proposed staff

1.1 Expert 1:

1.1.1 General qualifications (education and professional experience)

- Master's degree (preferred) in business administration, management, marketing, or related field.
- 10 years' work experience in social media campaign, communication and digital marketing, 5 years of experience in providing training courses on social media management, communication digital marketing, conducted at least 5 relevant trainings

1.1.2 Regional experience

- 10 years' work experience on social media, digital marketing, and related topics in Federal Iraq.

1.1.3 Language skills

- At least business fluency in Arabic language (written and spoken)

- Business fluency in English language (written and spoken)

2. Appropriateness of proposed concept

In the bid, the bidder is required to hand in the following files, according to which the quality of the bid will be assessed:

2.1 A description of the proposed training agenda which describes the training content and the applicability of the chosen content in the context of the project's objectives and the target group; where applicable, reference to previous similar assignments should be included.

The complete bid shall be brief and not exceed 15 pages (including CV, proposed training agenda and potential Annexes). All documents must be in English language.

Organizations or individuals being listed on the sanction list are excluded from the tendering. Applications of such organizations or individuals will not be considered as eligible and will be ignored in the tendering process.

Interested companies must submit the above-mentioned documents and the full contact details of their company within a specified date until:

On Wednesday 14.12.2022 23:59 PM Iraq time

This expression of interest is a market search for qualified consultants and GIZ keeps the right for appropriate selection consultants based on GIZ's internal audited regulations for procurement and contracting.

Interested companies must submit the above-mentioned documents via email to:

abeer.al-karawi@giz.de,

in a proper digital filing order as above listed order.

The email subject must be named as below:

EOI – Effective social media communication and digital marketing Training - Baghdad

Yours Sincerely,

Deutsche Gesellschaft für

Internationale Zusammenarbeit (GIZ) GmbH

E abeer.al-karawi@giz.de

I www.giz.de