

TERMS OF REFERENCE

DEVELOPMENT AND IMPLEMENTATION OF MEDIA CAMPAIGN TO PROMOTE DIGITAL EMPLOYMENT PLATFORM TO IRAQ'S PRIVATE SECTOR

Organization:	IMMAP FRANCE
Purpose of Contract:	Provision of services to develop and implement a media campaign to promote the digital employment platform Mihan to Iraq's private sector.
Country/Region:	Baghdad, Iraq
Contract Duration:	20 October 2023 – 18 January 2024
Program Title:	Information management capacity building and technical support to the Ministry of Labour and Social Affairs (MoLSA)

Background:

iMMAP France is an international non-governmental organisation that provides information management services to humanitarian and development organizations. Through information management, we help our partners target assistance to the world's most vulnerable populations. Our core philosophy is that better data leads to better decisions which ultimately leads to better outcomes. iMMAP France's critical support to information value chains helps to solve operational and strategic challenges of our partners in both emergency and development contexts by enabling evidence-based decision-making.

iMMAP France Iraq is implementing a project in partnership with the Private Sector Development Project by the GIZ (commissioned by Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union).

The project, managed from iMMAP France office in Baghdad is supporting the Ministry of Labour and Social Affairs (MoLSA) through the development of the digital employment platform Mihan, which was launched during March 2023. Mihan connects jobseekers with employment and training opportunities provided by private sector companies and vocational training centres across Federal Iraq.

Objectives:

iMMAP France Iraq is seeking videography and media campaign services to produce informative and promotional recorded and 2D graphic animated videos, as well as other promotional content, to facilitate the private sector's understanding of the Mihan platform. Since the launch of Mihan, more than 20,000 job seekers across the country have registered on the platform, while the

uptake across Iraq's private sector remains low by comparison. The media campaign should promote uptake of Mihan by the private sector to post training and employment opportunities and conduct recruitment through the platform.

The primary objective of the proposed media campaign is to:

- Raise awareness of the Mihan digital employment platform among private sector businesses.
- Increase the registration of private sector companies on the Mihan website.
- Highlight the unique features and benefits of Mihan targeted to the private sector to promote platform uptake and use.
- Encourage private sector companies to register on Mihan and integrate into their recruitment and talent acquisition strategies.

Scope of Work

The full scope of work is expected to be implemented from 20 October 2023 to 18 January 2024.

1) Develop a comprehensive media strategy

- In coordination with iMMAP France and the Ministry of Labour and Social Affairs, conduct consultation to support the development of promotional material. The consultation should outline the key benefits and features of the Mihan platform which can aid the private sector, to support development of promotional material.
- Conduct assessment of the private sector's current recruitment management processes, as well as identify challenges in talent acquisition.
- In coordination with the MoLSA, identify key segments to target within the private sector.
- Develop a media strategy to outline the messaging, channels and methods to reach the targeted segments of the private sector through the media campaign.

2) Development of media campaign content

- Design creative and compelling campaign materials (including graphics, videos, and written content) to facilitate understanding of the Mihan platform and the benefits for private sector companies.
- Media content can include graphics, videos and written information, ensuring that all materials adhere to Mihan branding and messaging.
- Review all campaign materials with MoLSA's media department to ensure appropriate and relevant messaging and content. The final content of the marketing material will be determined after agreement with the MoLSA.
- For any recorded videos, the consultant/company shall capture high-quality video (16:9, 4K/25p), screen capture and audio footage including any required interview and B-roll footage. iMMAP France will provide the consultant/company with access to and demonstrations of the Mihan platform to support the creation of screen capture footage.
- The video resolution shall be able to be amended, cut, crop and adapt the videos or change their resolution and aspect ratio to be used on a street billboard, when required.
- Ensure signed consent is obtained from any persons featured within promotional video footage, in alignment with iMMAP France and GIZ Data Protection Policies.

3) Execution of media campaign

- Publish media campaign materials through the appropriate channels, which can include but is not limited to the MoLSA's social media channels. Additional channels can include online

advertising, billboards, targeted email campaigns, etc.

- Monitor and provide regular feedback on media campaign performance, revising the strategy as necessary to maximize reach and engagement.
- As required, collect feedback from private sector companies to support monitoring of media campaign effectiveness.
- The MoLSA and iMMAP France will support to provide analytics from the Mihan platform to monitor website traffic and private sector registration.

The consultant/company is expected to;

- Provide their own video camera, ancillary equipment (lighting, microphones, sound gear, gimbal, etc.) and professional video editing software.
- Produce high-quality animated videos with original designs, drawings, illustrations, or computer-generated effects that have been made to move in an eye-catching way using any number of artistic styles.
- Any animations should be produced with Adobe Creative suites or equivalent software, while keeping the raw and editable files to be transferred to IMMAP FRANCE upon the completion of the project.
- Raw footage and/or promotional videos are not shared or used outside of these terms of reference.
- Attend preparatory meetings with the MoLSA to discuss in detail the scope of work, desired outcomes, and project vision.
- Highly adapt to any field interview locations, if required, ensuring consistency and quality of background and lighting conditions within the final products.
- Provide all required audio tracks (observing copyright law) and any recorded voiceover in the Arabic language to narrate any videos produced.
- Conduct audio balancing of edited video footage and add appropriate background tracks (observing copyright laws), where required. If required, record and add high-quality voice-over to narrate in the Arabic language as well as add Subtitles, Transcripts, and screen captions.
- Remain in contact with MoLSA to provide regular updates on the progress of media campaign materials production and enable review of finished products.
- Ensure appropriate branding, according to the ministries' requirements, as well as crediting of all project contributors (donors, implementing partners, etc.). Take into consideration iMMAP France and GIZ visibility guidelines for video productions. Clear information will be provided by iMMAP France.
- Ensure that all works are conducted according to and in respect of iMMAP France's Code of Conduct and Protection Against Sexual Exploitation and Abuse (PSEA) policies.
- Provide their own transportation for any travel required to complete each task. iMMAP France will not be responsible for providing transportation within or outside Baghdad.

Note: The consultant/company should note that all costs related to the media campaign, including content development and all associated marketing costs (social media promotion, online advertising, etc.) should be covered within the consultant's financial proposal. The consultant/company will be provided with a comprehensive brief of the project and a demonstration of the Mihan platform, prior to the start of work. All copyrights of the production are to be given to IMMAP FRANCE; the consultant/company shall not duplicate any of the work produced under this consultancy to any other customer.

Proposed Timeline:

- 1) Development of media campaign strategy** is expected to start on 20th October 2023 and be concluded by 31st October 2023. An initial meeting with the MoLSA and iMMAP France team will be conducted to outline the Mihan platform and vision for the media campaign. The consultant/company is expected to conduct private sector engagement, where required, and share the final media campaign strategy with iMMAP France and the MoLSA for review and feedback.
- 2) Design and development of media campaign content** is expected to commence as soon as the media campaign strategy is approved. The first round of campaign material is expected to be finalized, following review and approval from the MoLSA, and ready for launch by 19th November 2023. Campaign material development can continue alongside execution of the media campaign, with subsequent rounds of promotional material launched throughout the ongoing campaign.
- 3) Execution of the media campaign** is expected to start on 19th November 2023 with promotional content released throughout completion of the media campaign on 18th January 2024. The consultant is expected to conduct monitoring of the media campaign to ensure its effectiveness in engaging the private sector, and take any necessary steps to amend the campaign according to the feedback and information received.

Consultant/Company Proposal:

The consultant(s) /company should submit a technical and financial proposal which clearly outlines;

- Details of their experience, including a description of any similar projects undertaken, as well as a portfolio which provides examples of previous work. At least two videos originally produced by the consultant/company shall be included in the technical offer, mentioning video quality, production resolution, number of frames per second and animation program used for production (i.e., Adobe Creative suites).
- Their approach to ensuring the delivery and quality of tasks outlined within the scope of work in a form of an implementation methodology.
- A timeline which outlines the proposed duration of each task specified within the scope of work, to produce and launch the media campaign content. The work plan shall be presented for the whole period of the production, and explicitly shows the planning execute the media campaign.
- Specifications of any animation video programs and technical equipment, as well as the video equipment to be used for video production.
- A breakdown of the total costs to execute the tasks outlined within the scope of work (Annex 01).
- The consultant/company shall send their complete offer to iMMAP France, in adherence with the Request for Quotation.

Guiding Principles:

- The Consultant/company and affiliated contractors are expected to conduct themselves in a professional manner and respect local laws, and customs while conducting consulting services for IMMAP FRANCE.
- The consultant/company shall respect and Adhere to IMMAP FRANCE code of conduct.
- iMMAP France has zero tolerance for sexual harassment, exploitation and abuse, human trafficking, child abuse and exploitation. Any violations of these principles and policies will be treated as serious misconduct and result in the termination of the contract.
- The consultant/company shall commit to IMMAP FRANCE, GIZ and project donors' data protection policies, and refrain from using any recordings of personals beyond the necessities of the video production.
- The consultant/company shall commit to handover the editable files, raw data, and any recorded videos to IMMAP FRANCE in adequate format at the end of the consultancy or/and whenever needed and/or requested by project partners.

*Note that iMMAP France will not cover costs for the purchase of any video equipment or software licenses required to complete the scope of work.

Marking Criteria:

- **Minimum eligibility criteria (Pass/Fail)**

- 1- The Bidder confirms it is fully qualified, licensed and registered to trade with iMMAP France (including compliance with all relevant local Country legislation).

This includes the Bidder submitting the following requirements (where applicable):

- o Legitimate business address
- o Tax registration number & clearance certificate
- o Business registration certificate

- 2- Bid validity period (Pass/Fail)

Bids should remain valid for at least 100 days.

- 3- Adherence to RFP requirements (Pass/Fail)

Submission of separate Technical and Financial Proposals along with submission of Annexes.

- **Capability Criteria**

- 1) References and Similar Work (Scoring weight: 20%)

- a. Bidder shares two (2) examples of their experience in providing services like those included within the scope of this tender. mentioning Video quality, production resolution, Number of Frames per second and Animation program used for production (i.e., Adobe Creative suites).
- b. Examples provided must be for similar projects within a similar environment/context to that in which iMMAP France operates and within the last two (2) years.
- c. (Note – the Bidder must ensure that for any client references shared, the nominated client is happy to be contacted/visited by iMMAP France)

- 2) Company profile and previous experience in media production, videography, and media

campaigns (Scoring weight: 15%)

- 3) Technical breakdown showing implementation methodology and approach to ensure the completion of the required scope of work (Scoring weight: 20%)
- 4) Implementation timeline (Scoring weight: 5%)
- 5) Company size, and dedicated Project team breakdown, including their CVs and portfolios (Scoring weight: 5%)
- 6) Types of equipment's used for Videography (Scoring weight: 5%)

- **Financial Criteria** (Scoring weight: 30%)

Marks will be given using the following formula:

$$\left(\frac{\text{Minimum price offered}}{\text{price being reviewed}} \right) \times 30$$