

Invitation to Bid

TENDER DOCUMENT

BACKGROUND

Islamic Relief Worldwide Iraq began working in Iraq in 1997 and was one of the few international aid agencies that continued working there in 2003. Our major priority is to provide much-needed emergency support for displaced people, returnees, host communities, and refugees in Anbar, Baghdad, Mosul, Kirkuk, Ninawa, Salehaddin, Dohuk, Diyala, and around Erbil. We are also helping people to get back on their feet – with more long-term development where it is safe to do so.

حول الإغاثة الإسلامية عبر العالم - العراق، بدأت الإغاثة الإسلامية عبر العالم العمل في العراق في عام 1997 وكانت واحدة من وكالات المعونة الدولية القليلة التي واصلت العمل هناك خلال عام 2003. وتتمثل أولويتنا الرئيسية في توفير الدعم العاجل في حالات الطوارئ للنازحين والعائدين، المجتمعات المضيفة، و اللاجئين؛ في الأنبار وبغداد وكركوك ونيوى وصلاح الدين ودهوك وديالى وحول أربيل من أجل مساعدة الناس على مواجهة الظروف الصعبة و أيضاً القيام ببرامج تنموية طويلة الامد حيثما أمكن ذلك.



For award



Phone: +964 (0) 750200 7915
email: info@ir-iraq.org

International HQ: 19 Rea Street South
Birmingham, B5 6LB/ United Kingdom

www.islamic-relief.org

Charity Registration:
Baghdad 2B7830 / Erbil 1175-F

Subject: **Web- Pages And Social Media Engagement Consultant, with the ToR.**

From: Procurement Department	To:
RFQ Number: PREQ00004308	Email: tendering@ir-iraq.org , Mobile No.: 07518396949 Address: Iraq – Erbil, ATCONZ, New Azadi, house No: R2/70.
Date: 06 August 2024	No. of pages including this page: 06 plus attachment

Closing deadline date: 18 August 2024

SPECIFICATION

- **Subject:** Web- Pages And Social Media Engagement Consultant
- **Type of Contract:** National Company or Individual Consultant
- **Duty Station:** Home Based
- **Expected Assignment (Contract Duration):** 16 Months (4-8 days per Month)

PRICE OFFER

Please provide your bid price in the table below:

Offer cost for Grating Web Page including all Costes.	
Offer cost for total countrect Duration 16 Months (Post) In IQD for Follow-up and other related work.	

AWARD CRITERIA

The award of the contract will be based on the following criteria

I Evaluation Criteria	Obtainable Score
Qualification	
Master's or BA degree in communications, journalism, social sciences, computer science, Marketing, statistics, or any other related relents field	10%
Experience	
Demonstrated experience in maintaining social media accounts, advertising, data analysis, and data collection tools development, as well as experience with new media executions, preferably with a development organization.	30%

Minimum 3 years of proven and demonstrable experience in digital content development particularly experience with graphic design, ability to create designs for digital media purposes in opensource graphic design programs, such as Canva;	20%
More than 3 Years of working experience in data management Field	10%
Proven Editorial Skills – report writing	20%
Experience working with UN agencies / INGOs/ NGOs or other development actors on Data Management and social media	10%
Total Obtainable Score	100%
Upon the advertisement of the Procurement Notice, a qualified Individual Consultant is expected to submit both the Technical and Financial Proposals. Accordingly, Individual Consultants will be evaluated based on Cumulative Analysis as per the following scenario: • Responsive/compliant/acceptable, and • Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals is: • Technical Criteria weight is 50% • Financial Criteria weight is 50%	

TIMESCALES

Task	Completion date
Send the RFQ to the bidder	06 August 2024
Clarification for details via email tendaring@ir-iraq.org	11 August 2024
Closing Date for submission	18 August 2024 4:00 PM Iraqi Time

CURRENCY OF THE BID

IQD Iraqi Dinar

APPLICATION

Interested and qualified candidates should submit their applications, which should include the following:

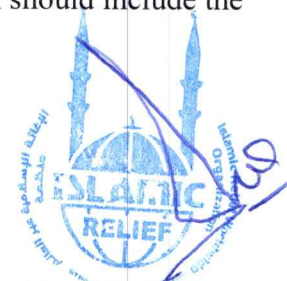
1. Detailed Curriculum Vitae
2. Offer Price

Applications should be sent to (IRW) to reach us no later than Thursday, 15 August 2024 by 4.00 P.M

Please quote “Web-Page Social Media Engagement Consultant” in the subject line.

Firms are not eligible for this consultancy assignment. Open to national individual consultants only.

DO NOT COPY ANY OTHER RECIPIENT



COMPANY INFORMATION

1	Wire Transfer Payment Mode طريقة الدفع المصرفي للتحويل	☐ Yes ☐ No
2	Name of Company اسم الشركة	
3	Name of the Owner and Partner اسم صاحب و شركائه	Owner: Partner:
4	Registered Office address العنوان المسجل للشركة	
5	Telephone Number رقم تلفون	
6	Email بريد الكتروني	
7	Company Registration & Tax number (Please attach a copy of the certificate & Tax)	
8	Please list any Disputes your Company has been involved in with NGOs/UN Organizations over the last 3 Years: يرجى ذكر أي نزاعات قد شاركت شركتكم في المنظمات غير الحكومية / الأمم المتحدة على مدى السنوات ال 3 الماضية:	
9	Banking information: المعلومات المصرفية:	
Bank Name: اسم البنك:		
Bank Address: عنوان البنك:		
Bank Branch: فرع بنك:		
Account Name: أسم الحساب:		
Account Number: رقم حساب:		
Swift Code:		
IBAN: رقم الحساب المصرفي الدولي:		

INFORMATION TO BIDDEERS

1. The currency of the offer should be in Iraqi Dinar.	1. عملة العرض يجب أن تكون بالدينار العراقي.
2. Payment will be made to the supplier by bank transfer within 30 days from receipt by Islamic Relief Worldwide of all documents mentioned in the purchase order, or contract.	2. سيتم الدفع إلى المورد عن طريق التحويل المصرفي في غضون 30 يوما من استلام الإغاثة الإسلامية عبر العالم من جميع الوثائق المذكورة في أمر الشراء أو العقد.
3. Islamic Relief Worldwide will not be responsible for any bank service charges.	3. لن تكون الإغاثة الإسلامية عبر العالم مسؤولة عن أي رسوم خدمة مصرفية.
4. Inspection (at the buyer's expense or unless negotiated as the seller's expense) may be applicable and will be advised at the time of purchase order and arranged by Islamic Relief Worldwide or the supplier.	4. التفتيش (على حساب المشتري أو ما لم يتم التفاوض على أنها نفقات البائع) قد تكون قابلة للتطبيق وسيتم إبلاغ في وقت أمر الشراء وترتيبها من قبل الإغاثة الإسلامية عبر العالم أو المورد.
5. Islamic Relief Worldwide does not undertake to pay by letter of credit or in advance of delivery.	5. لا تتعهد الإغاثة الإسلامية عبر العالم بالدفع ب خطاب اعتماد أو قبل التسليم.

6. Islamic Relief Worldwide reserves the right to accept or reject the whole or part of your offer.	6. تحتفظ الإغاثة الإسلامية عبر العالم بالحق في قبول أو رفض كل أو جزء من العرض الخاص بك.
7. (if applicable) Goods supplied for Islamic Relief Worldwide are exempt from VAT and all other customs excise duties.	7. (إن وجدت) السلع الموردة للإغاثة الإسلامية عبر العالم معفاة من ضريبة القيمة المضافة وجميع الرسوم الجمركية الأخرى.
8. Correction pen or incomplete offers or offers which do not comply with any of our tender conditions will not be considered.	8. القلم التصحيح أو العروض غير المكتملة أو العروض التي لا تتوافق مع أي من شروط العطاء لدينا لن ينظر فيها.
9. Supplier Code of Conduct: Islamic Relief Worldwide expects all suppliers to adhere to their Supplier Code of Conduct. Adherence is expected to be 100%. If the Supplier has not signed IRI's Supplier Code of Conduct it will be the Supplier's responsible to sign before the performance of any purchase order. Failure to do so will automatically mean the supplier agrees to the Supplier Code of Conduct.	9. مدونة قواعد سلوك الموردين: تتوقع الإغاثة الإسلامية عبر العالم من جميع الموردين الالتزام بقواعد سلوك الموردين الخاصة بهم. ومن المتوقع أن يكون 100%. إذا لم يوقع المورد على مدونة قواعد السلوك الموردين الخاصة بالإغاثة الإسلامية، فسيكون المورد مسؤولاً عن التوقيع قبل أداء أي أمر شراء. إن عدم القيام بذلك سيعني تلقائياً أن المورد يوافق على مدونة قواعد سلوك الموردين.

SUPPLIER CODE OF CONDUCT

Code of Conduct for Suppliers – Islamic Relief Worldwide requires all suppliers to adhere to the Code of Conduct developed by the Inter-Agency Procurement Group (IAPG).

Suppliers and manufacturers to Non-Governmental Organizations (NGOs) should be aware of the Code of Conduct initiatives that the Inter-Agency Procurement Group (IAPG) supports.

This information is to advise you, our suppliers of the Corporate Social Responsibility (CSR) element in our supplier relationships.

- Goods and services purchased are produced and developed under conditions that do not involve the abuse or exploitation of any persons.
- Goods produced and delivered by organisations subscribe to no exploitation of children.
- Goods produced and manufactured have the least impact on the environment.

Code of Conduct for Suppliers:

Goods and services are produced and delivered under conditions where:

- Employment is freely chosen
- The rights of staff to freedom of association and collective bargaining are respected.
- Living wages are paid
- There is no exploitation of children
- Working conditions are safe and hygienic
- Working hours are not excessive
- No discrimination practiced
- Regular employment is provided
- No harsh or inhumane treatment of staff is allowed.

Environmental Standards:

Suppliers should as a minimum comply with all statutory and other legal requirements relating to the environmental impacts of their business. Areas to be considered are:

- Waste Management
- Packaging and Paper
- Conservation
- Energy Use
- Sustainability

قواعد السلوك الخاصة بالموردين

قواعد السلوك للموردين - تتطلب الإغاثة الإسلامية عبر العالم في جميع أنحاء العالم من جميع الموردين الالتزام بقواعد السلوك التي وضعتها مجموعة المشتريات المشتركة بين الوكالات (IAPG).

وينبغي أن يكون الموردون والمصنعون للمنظمات غير الحكومية على دراية بمبادرات مدونة قواعد السلوك التي يدعمها فريق المشتريات المشترك بين الوكالات (IAPG).

هذه المعلومات هي تقديم المشورة لك، مورديننا من المسؤولية الاجتماعية للشركات عنصر في علاقات المورد لدينا. يتم إنتاج السلع والخدمات المشتراة وتطويرها في ظل ظروف التنطوي على إساءة استخدام أو استغلال أي شخص. السلع التي تنتجها وتسليمها المنظمات لا تشترك في أي استغلال للأطفال. السلع المنتجة والمصنعة لها أقل تأثير على البيئة.

مدونة قواعد السلوك للموردين:

يتم إنتاج السلع والخدمات وتسليمها في ظل الظروف التي:

- يتم اختيار العمل بحرية.
- احترام حقوق الموظفين في حرية تكوين الجمعيات والمفاوضة الجماعية.
- تدفع أجور المعيشة.
- لا يوجد استغلال للأطفال.
- ظروف العمل آمنة وصحية.
- ساعات العمل ليست مفرطة.
- لا يمارس أي تمييز.
- توفير فرص عمل منتظمة.
- لا يسمح بالمعاملة القاسية أو اللاإنسانية للموظفين.

المعايير البيئية:

يجب أن يمثل الموردون كحد أدنى لجميع المتطلبات القانونية وغيرها من المتطلبات القانونية المتعلقة بالآثار البيئية لأعمالهم. المجالات التي يجب النظر فيها هي:

- إدارة المخلفات
- التعبئة والتغليف والورق
- صيانة
- استخدام الطاقة
- الاستدامة



Business Behaviour:

Islamic Relief Worldwide will seek alternative sources where the conduct of suppliers demonstrably violates anyone's basic human rights, and there is no willingness to address the situation within a reasonable time-frame.

Islamic Relief Worldwide will seek alternative sources where companies in the supply chain are involved in the manufacture of arms or the sale of arms to governments that systematically violate their citizens' human rights.

Qualifications to the statement: Where speed of deployment is essential in saving lives, IAPG members will purchase necessary goods and services from the most appropriate available source.

السلوك التجاري:

وستسعى الإغاثة الإسلامية عبر العالم إلى إيجاد مصادر بديلة يكون فيها سلوك الموردین انتهاكاً واضحاً لحقوق الإنسان الأساسية لأي شخص، ولا توجد رغبة في معالجة الوضع في إطار زمني معقول. سوف تسعى الإغاثة الإسلامية عبر العالم إلى مصادر بديلة حيث تشارك الشركات في سلسلة التوريد في صنع الأسلحة أو بيع الأسلحة للحكومات التي تنتهك بشكل منهجي حقوق الإنسان لمواطنيها. المؤهلات للبيان:

وحينما تكون سرعة النشر ضرورية لإنقاذ الأرواح، فإن أعضاء الفريق سوف يشترون السلع والخدمات الضرورية من أنسب مصدر متاح.

Company Name :

: اسم الشركة

Signature:

: التوقيع

Date & Time:

: التاريخ و الوقت

Company Stamp

: ختم الشركة



For
[Signature]

TERMS OF REFERENCE

Web- Pages And Social Media Engagement Consultant



Project	Supporting a Resilient Economic Recovery by Strengthening Micro, Small and Medium Enterprises (MSMEs) and Creating Job Opportunities for Young Graduates
Application Deadline:	TBC
Type of Contract:	National Individual Contract
Duty Station:	Home Based
Languages Required:	English, Arabic, Kurdish
Expected Duration of Assignment:	4-5 working days per Month (16 Months)

IRW—Iraq is seeking the services of a National Company or Individual Consultant to enhance the publicity for the MSMEs project in two Governorats (Halabjha and Thi Qar) through social media campaigns on the Project Web page and Project social media handles (Facebook, Twitter, and Instagram pages).

BACKGROUND AND PROJECT DESCRIPTION

Islamic Relief Worldwide (IRW) is an international relief and development charity that envisages a caring world where people unite to respond to the suffering of others, empowering them to fulfill their potential. We are an independent non-governmental organization (NGO) founded in 1984 in the UK. Working in 47 countries, we promote sustainable economic and social development by working with local communities to eradicate poverty, illiteracy, and disease. We also respond to disasters and emergencies, helping people in crisis. Islamic Relief provides support regardless of religion, ethnicity, or gender without expecting anything in return.

Islamic Relief (IR) has worked in Iraq for over 21 years. IR was on the ground throughout the military incursions and is one of the few aid agencies that continued working during and after the 2003 war.

Islamic Relief Worldwide Iraq is implementing several projects in Food, WASH, Health, Education, GBV, Livelihood, climate change, and shelters.

The proposed project is designed to strengthen the resilience of communities facing climate change risks through a comprehensive, multi-faceted strategy. The initiative, consisting of two components, aims to address weaknesses in Iraq's Dhi Qar and Halabja governorates.

The first component focuses on enhancing the employability of university graduates in these regions through the implementation of vocational training programs and the distribution of business toolkits to young people. This contributes to youth employment and stimulates economic development in the targeted areas. At the same time,

The second component promoted economic growth within small, medium, and micro enterprises. It provides skills development and business toolkits to enhance and expand existing businesses.

SCOPE OF WORK

Under this initiative, the service provider will create a web page that will provide a forum for youth to communicate and exchange information about job opportunities in the market. This platform will promote business culture among youth through a multi-faceted approach that includes education, networking, mentorship and promotion of ethical business practices.



TERMS OF REFERENCE

Web- Pages And Social Media Engagement Consultant

The service provider will create a customized website linked to your paid social media pages. IRW will approve all content, including advertisements and data registration links, before publication. At the end of the project, the site will be handed over to the local partner to sustain the project.

The online platform facilitated by IRW Iraq will indirectly connect **22,420** youth, enabling them to join this network and thus benefit from knowledge exchange, critical insights from SMEs and entrepreneurs, and business opportunities in the market.

The Company or individual national consultant will promote publicity for the MSME project in two governorates (Halabja and Dhi Qar) through social media campaigns on the project web page and the project's social media platforms (Facebook, Twitter, and Instagram pages).

Engagement Strategy

Impact of MSMEs/unemployed individuals/individuals pursuing their careers

Changes/current job holders who want to improve their digital and professional skills to embrace the digital and professional future.

Skills improvement program by educating them about the project's needs and benefits and a solution to raising skills in this sector.

Media placement requirements:

The campaign on social media is expected to:

- A. Increase overall consumer awareness, activation, and registration under the Project.
The program is in 2 Governorate via social media: Facebook, Twitter, Instagram, and YouTube.
A scoop of Content:
 - Micro, small, and medium enterprises are affected by the economic situation.
 - Unemployed individuals,
 - Individuals who are pursuing career changes and current job holders.
- B. Leveraging micro and small enterprises' uptake of digital skills to drive more creation of new enterprises to become operational Digitally.
- C. C Use implementing partners' social media to promote Project participation.
- D. Drive education and adoption of future digital initiatives among the target audience, small and medium enterprises.

Target audience:

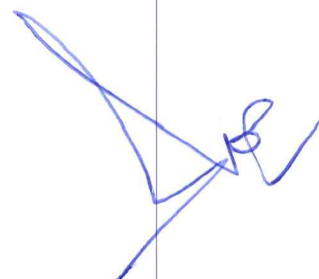
The coverage will be targeting:-

- Young fresh graduates who do not have a job
- MSMEs impacted the economic situation,
- Unemployed individuals,
- Individuals pursuing career changes.
- Current job holders who want to upskill their digital skills

Service Provider tasks/duties

According to the expected methodology, the mission deliverables are:

- A. Create a Web Page and social media Page Including site rent for 16 months, with the purchase of the template and design.
- B. Develop a digital post to promote on social media handles.



TERMS OF REFERENCE

Web- Pages And Social Media Engagement Consultant

- C. One comprehensive social media package, including a series of infographics, infographics, and social media per week. Media messages and posts for Facebook/Instagram/Twitter/Web site.
- D. Attractive hashtags to use on all posts – in local language(English, Kurdish, Arabic)
- E. Poll on Social media poll – on the benefits of digital skills training;
- F. Live broadcast of training equipment delivery on Facebook, waiting
- G. Posting on social media instructions, questions, and answers, tips on how to bypass exercise
- H. Influencer Sharing – Select two social media influencers who will share the content And create conversations about the project. They will tweet and blog At least one post a week to keep the future digital conversation going
- I. Compilation, reflection, and analysis of digital and social media reach and engagement.

OUTPUTS OF THE CONSULTANCY

- A. Develop a digital flier for promotion on social media channels
- B. Leverage visual content, including videos, pictographs, etc., from activations to pitch to the traditional and online media
- C. Generate an Infographic with media insights and consumer messaging to answer queries on the initiative- FAQs.
- D. Optimizing the reach of the online content through strategic digital placements.
- E. Report of reflections and analysis of digital and social media reach and engagement.

DURATION OF THE WORK

This assignment is expected to be finalized within 4-5 working days per Month (**16 Months**) upon contract signing.

DUTY STATION

The consultancy is home-based, but with meetings and availability, it needs to be **CO** in Erbil.

MINIMUM QUALIFICATIONS OF THE INDIVIDUAL CONTRACTOR

Qualification	A BA or Master's degree in communications, Journalism, social sciences, computer science, marketing, statistics, or any other related relents field;
Professional experience	• A BA or Master's degree in Communications, computer science, marketing, social sciences, statistics, or any other related relents field; • Demonstrated experience in maintaining social media accounts, especially Facebook, Instagram, and Twitter, as well as experience with new media executions, preferably with a development organization; • Knowledge and understanding of local and global digital landscape and trends; • Experience with graphic design, ability to create designs for digital media purposes in open source graphic design programs, such as Canva; • Ability to integrate PR/communication initiatives with social media; • Experience developing compelling content to generate responses from audiences online; • Experience in reporting on qualitative and quantitative analytics; • Ability to take quality photographs and basic photo editing skills; • Previous UN and/or INGO experience in a similar role is highly desirable;

TERMS OF REFERENCE

Web- Pages And Social Media Engagement Consultant

Other Competencies	• Proficiency in planning, implementing, operating, and maintaining database applications in virtualized/cloud-hosted environments; • Experience developing reports from real-time databases is an advantage; • Excellent oral and written communication skills, including a good command of the English language; • Experience working independently to solve problems quickly and completely; • Ability to work in a fast-paced, stressful environment.
Language requirement	• Fluency in the English, Arabic, and Kurdish language

CRITERIA FOR EVALUATION OF LEVEL OF TECHNICAL COMPLIANCE OF INDIVIDUAL CONTRACTOR.

I Evaluation Criteria	Obtainable Score
Qualification	
Master's or BA degree in communications, journalism, social sciences, computer science, Marketing, statistics, or any other related relents field	10%
Experience	
Demonstrated experience in maintaining social media accounts, advertising, data analysis, and data collection tools development, as well as experience with new media executions, preferably with a development organization;	30%
Minimum 3 years of proven and demonstrable experience in digital content development particularly experience with graphic design, ability to create designs for digital media purposes in opensource graphic design programs, such as Canva;	20%
More than 3 Years of working experience in data management Field	10%
Proven Editorial Skills – report writing	20%
Experience working with UN agencies / INGOs/ NGOs or other development actors on Data Management and social media	10%
Total Obtainable Score	100%

Upon the advertisement of the Procurement Notice, a qualified Individual Consultant is expected to submit both the Technical and Financial Proposals. Accordingly, Individual Consultants will be evaluated based on Cumulative Analysis as per the following scenario:

- Responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial

criteria specific to the solicitation. In this regard, the respective weight of the proposals is:

- Technical Criteria weight is **50%**
- Financial Criteria weight is **50%**




TERMS OF REFERENCE

Web- Pages And Social Media Engagement Consultant

Payment MILESTONE

When applying for this consultation, the prospective consultant will indicate the cost of services for each delivery in the overall contract amount for Iraqi Dinars. A qualified consultant should receive a flat-rate service fee upon certifying assignments as satisfactorily completed according to the Total Days (posts) after getting all Deliverables or Documents and getting the Project Manager's Approval.

PROPOSAL SUBMISSION

Applicants must submit their comprehensive fee proposal in Kenyan Shillings using The financial proposal form (**letter of offer to IRW**) that has been submitted. The proposal should be financialAll-inclusive and detailed. The term "all-inclusive" refers to all costs(Professional fees, travel and accommodation expenses, communications, utilities, Consumables, insurance, etc.) that would be incurred by the contractor are already in place is taken into account in the financial proposal.

Offer cost for Grating Web Page including all Costes.	
Offer cost for total countrect Duration 16 Months (Post) In IQD for Follow-up and other related work.	

Application.

Interested and qualified candidates should submit their applications, which should include the following:

1. Detailed Curriculum Vitae
2. Offer Price

Applications should be sent to (IRW) to reach us no later than Thursday, 18 August 2024 by 4.00 P.M

Please quote **"Web-Page Social Media Engagement Consultant"** in the subject line. Firms are not eligible for this consultancy assignment. Open to national individual consultants only.

DO NOT COPY ANY OTHER RECIPIENT