TOR for STE-Assignments / Advisory / Services Contract

Programme:	Private Sector Development and Technical Vocational Education and Training Programme in South Caucasus (PSD TVET SC): Clusters4Development Project
PN:	16.2179.6-007.00
Activity:	Management of website and social media pages for the Georgian Apparel and Fashion Association
Period:	26 September 2022 – 30 June 2023

1. Brief information about the project

"Clusters 4 Development: Better Business Sophistication in Georgia" Project (hereafter – C4D) is a multi-donor action funded by the EU and the German Ministry for Economic Cooperation and Development (BMZ). The project is implemented by the Private Sector Development and TVET South Caucasus Programme at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

C4D is an integral part of the EU Programme "Economic and Business Development in Georgia", Component 3: greater business sophistication, in particular, related to the strengthened policy framework to facilitate the development of SME, clusters and incubators (Result 3.1) and the development and functioning of the clustering approach in at least 5 pilot sectors in Georgian regions (Result 3.2).

In line with these results, the specific objectives of the project are: 1) Enhanced business performance of private sector actors in the construction, tourism and apparel sectors through cooperation mechanisms (Components 1-3); and 2) Improved institutional framework for cluster and business development (Component 4).

Specifically, the project is implemented across four components:

- Component 1: Development and pilot implementation of a market-oriented cluster in the construction sector.
- Component 2: Development and pilot implementation of a market-oriented cluster in the tourism sector.
- Component 3: Development and pilot implementation of a market-oriented cluster in the apparel sector.
- Component 4: Enhancement of institutional capacities for cluster and business development.

Key Implementing Partner of the project is the Ministry of Economy and Sustainable Development of Georgia (MoESD).

2. Context and current situation in the field of assignment

Clusters4Development project supports establishment of the market-oriented cluster in the apparel and construction sectors. The clusters are currently registered as Georgian Apparel and Fashion Association (GAFA) and Georgian Construction Materials Cluster (GCMC). The clusters support the creation of synergy among cluster members, as well as help to promote the production for potential local and international buyers.

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C4D contributes to cluster development, manages and monitors successful implementation of agreed activities and processes. It also helps in increasing awareness of both cluster and its members in order to promote sustainable apparel and fashion made in Georgia.

3. Objective of the assignment

GIZ/C4D seeks to contract a marketing, PR and social media management agency (hereinafter Contractor) for management of the Georgian Apparel and Fashion Association (GAFA) and Georgian Construction Materials Cluster (GCMC) website and social media pages on Facebook, Instagram, LinkedIn and Google ads.

Development of these tools is aimed at increasing awareness of GAFA and GCMC and its members on local and international markets, attracting potential new members (across the value chain) and investors, spreading information about Georgian apparel producers.

3.1. Scope of work

Under this assignment, the Contractor is expected to:

1. Develop Digital marketing and content strategy for GAFA and GCMC for the year 2022-2023
2. Create Digital marketing Budget for the year 2022-2023
3. Develop a plan of monthly activities on GAFA and GCMC Website, Facebook, Instagram and Linkedin profiles
4. Develop a plan of SEO
5. Develop creatives and content
6. Be involved (both physically and remotely) in clusters activities in order to ensure the visibility
7. Provide monthly reports

3.2. Intellectual Property

GAFA and GCMC shall be entitled to all intellectual property and other proprietary rights including, but not limited to codes, documents and other materials, which the Contractor will develop under the assignment and which bear direct relation to fulfilment of the assignment. The Contractor shall take all necessary steps in transferring intellectual property to GAFA and GCMC.

3.3. Deliverables and timeline

The contract period for this assignment is expected to be from 26 September 2022 – 30 June 2023. **An indicative structure** of **tasks/deliverables** and **due dates** is suggested as follows:

Phase/Tasks	Deliverables	Working days	Due Date
1. Preparatory work			
1.1. Review and get familiar with the GAFA and GCMC Marketing Strategies and Digital marketing performance 1.2. Review and acquaint with clusters vision, mission, structure, members and partners 1.3. Review and get familiar with the branding materials 1.4. Prepare Kick off material	• Presentation with the short introduction of the team, milestones and strategy of project management (PPT – ENG and GEO)	5	3 October 2022
2. Development of Strategy and action plan			
2.1. In a close cooperation with the clusters` managers, develop a strategy, action plan and the budget for social media presence and web page to ensure the activities are planned and budget distributed so that requirements listed in are reached 2.2. Develop and up-date constantly a profile of each member via collecting all relevant data (i.e. short story, high quality photos, local and international news etc.) 2.3. Develop a calendar for social media posts detailed for 2022 till July 2023 2.4. Set up relevant KPI's for measuring social media platform success (Facebook and Instagram Pages) 2.5. Introduce the strategy and content of Google AdWords and Banner	• Strategy and action plan (word doc. Excel doc) • Budget for social media management (excel) • Social Media calendar GAFA and GCMC (Excel doc • Listo f KPIs (Excel doc) • Strategy of Google Campaigns • SEO Strategy • Digital Marketing Strategy with budget	10	17 October 2022
3. Management of Digital marketing Channels			
3.1. Ensure information is updated and relevant in social media and web pages 3.2. Ensure all important events are timely advertised (when needed in a live mode) 3.3. Ensure relevant news regarding GAFA and GCMC and members are posted – at least 8 posts monthly for each cluster 3.4. Ensure clusters` partners are presented 3.5. Ensure high quality of content in both Georgian and English languages 3.6. Manage Google AdWords page 3.7. Create and execute SEO for GAFA and GCMC websites 3.8. Run ads according to budget and strategy.	• Visual banners of posts (monthly at least 16 posts) • Report on visibility of up to 10 events in total	80	30 May 2023

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Phase/Tasks	Deliverables	Working days	Due Date
4. Final report			
4.1. Submit final report with the performed tasks and achieved KPI's	• Final Report	5	30 June 2023

To accomplish the deliverables mentioned in 3.3. the service provider will be given total 100 working days, that must be distributed among involved experts according to the following table:

Phase/Tasks	Total contract days = 100	Team Leader	Social media Administrator / Ads manager	Web page manager	Google analytics	Copywriter	Designer
1. Preparatory work	5	2	5	2	2	5	2
2. Development of Strategy and action plan	10	2	5	2	3	3	2
3. Management of Digital marketing Channels	80	10	55	15	10	30	30
4. Final Report	5	2	5	1	2	2	2
per expert days within 100 days		16	70	20	17	40	36

4. Coordination and Communication

− The Contractor reports to the GIZ/C4D Team Leader and Programme Expert.

− The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ/C4D team, Clusters` Managers (GAFA and GCMC)

5. Visibility

Development of all products under this assignment is funded by the EU and the German Federal Ministry for Economic Cooperation and Development (BMZ) and must follow communication and visibility requirements for the EU and BMZ financed external actions (i.e. inclusion of logos and disclaimers).

6. Conditions and payment terms

Payment will be carried out based on the implementation of this assignment and the acceptance of all deliverables by GIZ.

7. Submission Requirements

The bidding Individual should submit technical and financial proposals to comply with the following requirements:

Technical proposal shall contain:

Information about the company demonstrating its strong record in the area of web, social media, content development in Georgian and English languages and management, branding and marketing.

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a. Assignment relevant portfolio – links to similar past works that demonstrate ability of the company to deliver on this assignment and produce creative, high-quality products.
b. A work plan to include proposed implementation schedule and activities to be performed by Contractor and suggested professionals for completion of this assignment.
c. A list of proposed professionals to be involved in implementation of this assignment (please include their CVs and relevant works). Implementation team shall include the experts listed below:

1. Team leader:

Tasks:
- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management, in particular identifying the need for assignments within the available budget, as well as planning and steering assignments
- Regular reporting in accordance with deadlines

Qualifications:
- Excellent oral and written communication skills (Eng and Geo)
- At last, 3 years of experience as a team leader
- At least, 5 years of working experience in Marketing, PR and social media
- Organizational and time-management skills

2. Expert 1 – Social Media administrator/ ads manager

Tasks:

- Planning and developing social media campaigns.
- Posting content across social media accounts.
- Analyzing the company's social media strategy and identifying strategic weaknesses and making recommendations for improvements
- Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs
- Attend cluster events and ensure on time and effective visibility through social media, with the high-quality posts.

Qualification:

- At last 3 years of relevant experience as a social media administrator and ads manager
- Experience of using social media platforms and tools to analyze the posts, ads, engagement etc. and reporting the results

3. Expert 2 – Copywriter

Tasks:

- Crafting engaging content for social media (GEO and ENG)
- Writing clear and error-free content for a website (GEO and ENG)
- Agree the content with the Clusters` managers and Program expert
- Ensure the content is according to EU/GIZ regulations and requirements

Qualification:

- Fluent formal written communication skills (GEO and ENG)
- At last, 3 years of working experience as a copywriter

4. Expert 3 – Designer

Tasks:

- Creating attractive social media posts like graphics, videos, and other forms of content
- Work with other creative team members to produce content.

Qualification:

- Knowledge of social media design tools
- Highly creative and motivated individual
- At last, 3 years of working experience as a social media designer

5. Expert 4 – Google analytics

Tasks:

- Analyzing the company's digital marketing plan and making recommendations for improvements
- Optimization companies' digital presence

Qualification:

- At least, 3 years of working experience with Google Analytics
- Working experience with optimization and targeting tools

6. Expert 5 – Web page Manager

Tasks:

- Oversee the functionality of the website,
- evaluate and manage website performance,
- facilitate hosting and server management, and develop,

- maintain and update website content

Qualification:

- At least, 3 years of working experience in development and management of web pages

7.1. The financial proposal shall clearly state:

- All types of costs to be charged to the project for implementation of this assignment, **excluding VAT**.

- Financial proposal shell not include the budget for advertisement (social media, web page, google Ads.). This is a subject of an agreement between GIZ and service provider, after acceptance of deliverable mentioned in article 3.3 sub article 2.1 The cost determined by the budget will be covered separately based on the provided invoice and evidence of expenditure.

- **Fee rate of experts assigned that shall cover all personnel costs, including ancillary personnel costs; backstopping, communication and reporting costs; and all overheads, profit, interest, risks, etc.**

8. Evaluation criteria

Technical Proposal will be assessed based on the following criteria:

- Credentials of the company and assignment-relevant experience;
- Interpretation of the assignment objectives by the bidder;
- Professional credentials and qualifications the proposed staff;
- Overall relevance of the proposed technical offer to current assignment and expectation of the project.

* For the detailed information, please review assessment grid, attached to this document.