

REQUEST FOR QUOTATION

**SMM specialist**

Branch of Family Health International (FHI 360) in Tajikistan

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| RFQ #: | 002 |
| Solicitation Title: | SMM specialist |
| Submit Proposal to: | [procurement\_epic.tj@fhi360.org](mailto:procurement_epic.tj@fhi360.org) |
| Date of Issue: | January 16, 2024 |
| Date Proposal Due: | 17:00 (EST), January 26, 2024 |

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| **Method of submission** |
| Respond via e-mail with attached document in MS Word / PDF format.  The Consultant agrees to hold the prices in its offer firm until FHI 360 finalizes the consultant agreement approval process. |

**Background:**

FHI 360 is a global organization that mobilizes research, resources, and relationships so people everywhere have access to the opportunities they need to lead full and healthy lives. With collaborations in over 60 countries, we work directly with local leaders to advance social and economic equity, improve health and well-being, respond to humanitarian crises, and strengthen community resilience. We share data-driven insights and scalable tools that expand access and equity so communities can effectively address complex challenges, respond to shocks, and achieve thriving futures.

**Tajikistan Project Descriptions:**

Meeting Targets and Maintaining Epidemic Control (EpiC) is an eight-year global project funded by the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR) and the U.S. Agency for International Development (USAID). EpiC is dedicated to achieving and maintaining HIV epidemic control and the project provides strategic technical assistance (TA) and direct service delivery (DSD) to break through barriers to 95-95-95 and promote self-reliant management of national HIV programs by improving HIV case-finding, prevention, and treatment programming. After the onset of the COVID-19 pandemic, EpiC was also modified to start implementing COVID-19 response activities.

**Purpose of hiring a consultant:**

To scale-up of HIVST and PrEP, EpiC Tajikistan will launch an information campaign using social and mass media to raise awareness of target and general population and create demand for HIVST. This will involve developing posts and video reels about HIVST, PrEP and U=U in Russian and Tajik, and publishing them on popular social media platforms applying paid promotion.  Additionally, banner ads promoting HIVST and PrEP services will be placed on local websites. All published content will include direct links to online platforms for ordering HIVST kits and accessing the PrEP portal.

EpiC will also actively use social media to promote PrEP among key populations (KPs), peer navigators (PPs), and the general population. These activities will align with the overarching EpiC communication strategy, #InYourHands, which aims to empower individuals to take control of their health.

Furthermore, EpiC will conduct a national communications campaign to support PrEP scale-up and continuation for KPs, including generating demand for PrEP, and linking PrEP programming with U=U messaging.

It is crucial to create posts that normalize HIV for the general population, by reducing stigma and discrimination associated with HIV, promoting understanding, acceptance, and support for individuals living with HIV and creating an inclusive and supportive environment where discussions about HIV are open and non-judgmental.

**Duties and responsibilities:**

Launch an information campaign to promote epictest.live platform for HIV self-testing kits, PreP awareness and U=U on social media.

1. Placement, customization and follow up of targeted video advertising in social media "Instagram" on МЕТА platform. The content developed should follow the tone of voice for each material developed.
2. Customization of ads for the target audience: finalize 3 (three) video clips developed within the previous terms of reference on HIV self-testing.
3. Weekly monitoring and analysis of statistics, efficiency of placement, and re-configuration of the advertising campaign for improved efficiency.
4. Adaptation of the information campaign to changes of contextual advertising on META.
5. Regular analysis of the efficiency of the online campaign, stay updated on local social media trends and use them as a sample for posts if needed.
6. Monitoring and online campaigning to maintain seamless/uninterrupted demos. Undergoing moderation and identification of the target audience for advertising. Collaborate with the corresponding platform's support if failed with moderation.
7. Reach the target audience according to the provided monthly budget.
8. Advertising budget monitoring. To be responsible for managing payments on any paid services related to promotion of information.
9. Setting advertising campaign limits and suspensions (where appropriate).
10. Audience sensitization, demo geography.
11. Monthly reporting to support recipient, including reach to target audience, price for demo, advertising validity period, expended budget and balance, audience data.
12. Collaboration with social media’s customer support service during system errors/failures on various advertising tool maintenance and performance issues.
13. Preparation of recommendations for further improvement of campaign efficiency such as including additional tools, adjustment of advertising strategy.
14. Upon completion of work, provide a final report, with references to published materials and statistics under targeted promotion, in electronic format, to the organization’s correspondence address. Following approval, provides a signed report.

**Location of Work:**

Dushanbe, Tajikistan

**Timing and time frame:**

The services will be provided at the request of the Branch of FHI 360 in Tajikistan.

**Procedure for payment of rendered services:**

Payment of rendered services is carried out upon the fact of their provision, in Tajik Somoni (TJS), minus taxes, according to the agreement.

**Timetable and Address for Submission:**

Proposals are due no later than 17:00 EST on January 26, 2024. Required documentation listed in the Section “**Required Documentation”** must be e-mailed to [procurement\_epic.tj@fhi360.org](mailto:procurement_epic.tj@fhi360.org).

**Required Qualifications:**

* Bachelor's degree or its international equivalent in communications, marketing, public relations, public health or related field.
* Understanding of website optimization (SEO) techniques.
* At least 3 years of SMM and experience in design, development, content creation, tracking and attracting target audience.
* Experience in preliminary and concept testing of communication approaches and content.
* Written communication skills and ability to manage online workflow.
* Ability to work independently as well as collaboratively with a multicultural team.
* Ability to think creatively and strategically.
* Understanding of the target audience and key populations to tailor content for effective engagement.
* Relevant software skills (Illustrator, Corel Draw, InDesign, Word Press).

Consultancy position is open to Tajik nationals or individuals who have the legal authority to work in Tajikistan.

**Evaluation Criteria:**

Proposals will be evaluated in accordance with the following criteria: graphic and designing skills, candidate’s relevant experience and proposed rate per hour.

**Required Documentation:**

Proposals must be submitted directly to [procurement\_epic.tj@fhi360.org](mailto:procurement_epic.tj@fhi360.org) with the subject line: **SMM specialist** and include the following documents **in English or Russian**:

* + Updated CV;
  + Letter of interest or cover letter (indicating rate per hour);
  + Recommendation letters;

**FHI 360 Disclaimers**

* FHI 360 may perform a background check on any selected Consultant candidates.
* FHI 360 may cancel the solicitation and not award.
* FHI 360 may reject any or all responses received.
* Issuance of the solicitation does not constitute an award commitment by FHI 360.
* FHI 360 reserves the right to disqualify any offer based on failure of the offeror to follow solicitation instructions.
* FHI 360 will not compensate any offeror for responding to solicitation.
* FHI 360 reserves the right to issue award based on initial evaluation of offers without further discussion.
* FHI 360 may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities.
* FHI 360 reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition.