**TERMS OF REFERENCE**

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| **Contract** | National Social Media Marketing Consultant CS18 | | | | |
| **Project** | Grant 6022-TAJ: Tourism Development Project | | | | |
| **Expertise** | Marketing and Promotion | | | | |
| **Source** | National | | **Category** | Reports to CTD Chairman | |
| * 1. **Background and brief description of the Project**   The Republic of Tajikistan received grants from the Asian Development Bank (ADB) to finance the “Project Readiness Financing - Tourism Development Project” (PRF) GRANT NUMBER 6022-TAJ (SF), to be implemented from 2020-2025. The PRF Activities shall comprise project preparatory activities in the form of: (1) due diligence assessments, including financial, economic, socioeconomic and tourism market analysis and development of tourism market-related data; (2) capacity development and institutional strengthen ng of the PRF Executing/implementing Agency in connection with the Ensuing Projects in areas such as developing and updating of a Tourism Satellite Account, strengthening internal processes, promotion of tourism, collection and assessment of tourism related information and increased coordination with neighboring countries; (3) assisting with identification and formulation of strategic priorities, project pipeline and investment plans; and identification of investments to be financed under Ensuing Projects; (4) feasibility studies on the identified Ensuing Projects, including (but not limited to) technical, economic, financial, social and environmental due diligence; and categorization of the projects in accordance with SPS; (5) detailed engineering design of ensuing projects; and (6) advance procurement actions, including preparation of bidding documents and supporting the bidding process until contract award. The Committee for Tourism Development under the Government of the Republic of Tajikistan (CTD) is the Executing agency (EA) of the Project and responsible for the implementation, coordination and monitoring of the project.  In this context, as part of the implementation of the above tasks of the grant (6022-TAJ (SF) CTD), in particular in capacity building and institutional strengthening in the field of tourism development, it is planned to attract a national consultant as a Specialist for Tourism Marketing and Promotion (STMP).   * 1. **Objective and purpose of the assignment**   The main objective of the Consultant is to produce tourism content, edit it, curate it, and disseminate it through effective marketing and promotional activities, in all types of platforms (printed, digital and social media). In his activity the Consultant is guided by this TOR, operational guidelines, the current legislation of the Republic of Tajikistan and the related orders of the CTD’s Chairman.   * 1. **Scope of work**   He/she will work closely with the Departments, Divisions and Sectors of the CTD and the National State TV channels of Tajikistan under close supervision of the CTD’s Chairman. His/her specific tasks will be:   * 1. **Detailed tasks and/or expected outputs**   The National Tourism Marketing and Promotion Specialist should perform the following scope of works:   1. Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns. 2. Designs, builds, and maintains CTD social media presence. 3. Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs). 4. Identifies trends and insights and proposes optimized spend and performance based on the insights. 5. Brainstorms new and creative growth strategies through digital marketing. 6. Plans, executes, and measures experiments and conversion tests. 7. Collaborates with internal teams to create landing pages and optimize user experience. 8. Utilizes strong analytical ability to evaluate end-to-end tourist experience across multiple channels and touch points. 9. Identifies critical conversion points and drop off points and optimizes user advertising funnels. 10. Collaborates with agencies and other vendor partners, under the supervision of CTD’s chairman. 11. Evaluates emerging digital technologies applied to advertising and promotional activities. 12. Produces content for tourism marketing and promotion activities, targeted to the desired audiences, in English, Tajik, and Russian Languages 13. Performs professional editing of all content, upon development and approval of a Tourism Style guide of Authors for CTD, for English, Tajik, and Russian Languages, applicable to all media platforms, and communications of internal and external nature. 14. Curates the content created and obtained for desired presentation, distribution, or publication. 15. Provides thought leadership and perspective for adoption where appropriate; 16. Any other tasks assigned by the CTD Chairman and the Project Team, including delivery of the TDP’s letters/documents to the related ministries and other state institutions.     1. **Reporting**   The Consultant will report to the CTD’s Chairman. The Consultant will prepare the written action plans and implementation reports on a monthly basis in state language and one-page report in English language with bullet points about key inputs during the month. The submission date of reports should be within 7 days after end of each month.  All reports should be submitted both in hard copy and electronic version.   * 1. **Duration of the assignment**   The work duration on the position will be 15 months with 3-month probation period.   * 1. **Minimum qualification requirements**   The Consultant should meet the following qualifications:   * Creating and maintaining effective relationships with public and private entities * Self-motivated yet customer-focused/ centered * Proficient in marketing research and statistical analysis * Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate * Bachelor’s or master’s degree in marketing or a related field * Proven working experience in digital marketing, particularly within the Travel and Tourism Industry * Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns * Experience in optimizing landing pages and user funnels * Experience with A/B and multivariate experiments * Experience in marketing and promotional content writing, creation, edition, curation, and the corresponding publication. * Experience in communication management. * Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, Net Insight, Omniture, Web Trends, SEMrush, etc.) * Working knowledge of ad serving tools * Experience in setting up and optimizing PPC campaigns on all major search engines * Working knowledge of HTML, CSS, and JavaScript development and constraints * Proficient knowledge of Tajik, Russian and English languages. | | | | | |
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| **Places of Assignment:** | | **Days Estimated** | | | **Dates (dd/mm/yyyy)** |
| Dushanbe, Tajikistan | | 15 PERSON-MONTHS | | | ESTIMATED START DATE: APRIL 2024  ESTIMATED END DATE: JUNE 2025 |
| TOTAL DAYS (Continuous) | | 15 p/m | | |  |