REQUEST FOR EXPRESSION OF INTEREST

Republic of Tajikistan

The Committee of Tourism Development (CTD) under the Government of the Republic of Tajikistan

GRANT-6022 TAJ: Tourism Development Project

The CTD is implementing Tourism Development Project financed by the Asian Development Bank (ADB).

The project envisages recruitment of National Social Media Marketing Consultant (CS18).

**The National Social Media Marketing Consultant** will 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.

**Minimum Qualification Criteria:**

* 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;
* **Applicants must be citizens of the Republic of Tajikistan.**

**Detailed tasks and/or expected outputs, in brief include:**

The National Social Media Marketing Consultant 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.

**Duration of Assignment:** Estimated Start Date: \_\_ September 2024 - Estimated End Date: 30 June 2025 with overall Input of 10 person-months;

Interested candidates must submit a complete set of the following documents **in person**:

* A statement addressed to the Chairman of the Committee for Tourism Development under the Republic of Tajikistan for submission of documents;
* CV in English and Russian, according to the ADB format (CV format for New or Replacement Experts). The format can be found at the following link: [cv-format-individual-20220203.docx (live.com)](https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fwww.adb.org%2Fsites%2Fdefault%2Ffiles%2Fbusiness-guide%2F527796%2Fcv-format-individual-20220203.docx&wdOrigin=BROWSELINK);
* Reference letters indicating contact details of recommending persons;
* Copy of a diploma of higher education;
* Copies of certificates of additional education or participation in seminars and trainings;
* Copy of passport

The above documents shall be submitted in a sealed envelope, indicating the vacant position and name of the candidate, to the following address **in person**: 3 Ac. Rajabovho str., Dushanbe, Tajikistan, 734025

For more information, please call: +992 985307314, +992 988898860 or email: [ctdtdp@gmail.com](mailto:ctdtdp@gmail.com)

**The deadline for submission of documents is September 2,2024 before 16:00 PM (local time).**